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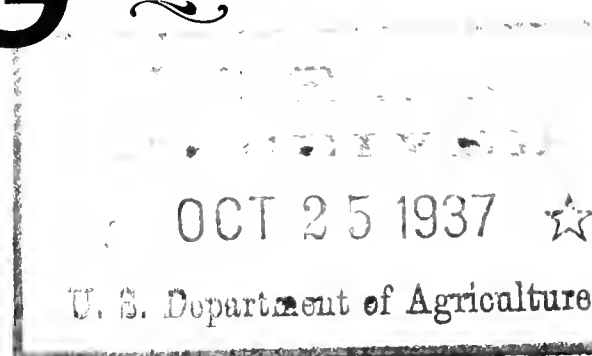
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# ❧ CATALOG ❧

**SEASON OF  
1937 - 1938**



(Actual Size)

## **A CENTURY OF PROGRESS GOLD MEDAL**

**Awarded to Heberling's Gladiolus — Chicago, August, 1933**

**BETTER BLOOMING BULBS**

# **HEBERLING'S GLADIOLUS**

INC.

**CORN BELT GROWN**

**J. H. HEBERLING - EASTON - ILLINOIS - USA**

# Greetings

Greetings to you as a Friend and as a Customer. This is my opportunity to thank you (each of you) for your good orders of last season and I here and now take pleasure in doing so. I hope the pleasure is not all mine. You make our business possible and I in turn try to see that your orders are filled in such a manner that you are glad to come again the next season. We try very hard to please new customers and doubly hard to please the old ones. Our business is built on repeat orders. We strive to give quality, service, and "value received" to each customer. When our customers are pleased then we are satisfied and not until then.

Roger Babson says "We are now in a period of prosperity." Prosperity in these United States means a comfortable living, something to lay by for the rainy day, and something to spend for the hobbies and luxuries of life that really make it worth the living. (May each of you have your full share.)

Gladiolus to some would be a necessity, to others they might be a hobby, and to some others they are a luxury, but to all they are a beautiful flower that is unrivaled as to the variety of color and long blooming season. They are of unequalled gorgeousness when placed in a vase or basket for home decoration to be admired by all.—J. H.

# FOREWORD

In building this catalog we have tried to make it interesting, attractive and worth your while to look it over. Above all we have tried to represent facts honestly and make prices reasonable. We hope you may retain this copy until our new catalog is distributed in the Fall of 1938.

On this page you will find an announcement concerning a new member of our firm. We are making no new introductions of our own this Fall. We already have two introductions of our own catalogued herein that we believe are worthy of your trial. "Fewer new ones and better new ones" is our motto. We do however offer some splendid new varieties by other originators.

Description of "Beautiful Ohio" page 3.

Description of "Golden Lancer" page 4.

"Australian Monarchs" we think are especially good and worthy of consideration See pages 5 and 6.

What We Sell page 6.

Symposium of Varieties (By American Gladiolus Society) page 7.

Inspection Certificate page 7.

You will find brief "Notes" as to soil, planting, harvesting, and storing of Gladiolus bulbs. Page 8.

"Description of Varieties" are on pages 9 to 18 inclusive.

We take pleasure in calling your attention to our "Prepaid Prices" pages 19 to 26. All items ordered from this list will be shipped Prepaid.

Our "Special Offers" of rare bulbs you will find on page 27. All orders from this list are also shipped Prepaid.

On pages 28 to 30 we offer larger quantities at "Wholesale" prices which are F. O. B. Easton. The quality of the bulbs is the same as offered in our Prepaid list but if you can use twenty-five bulbs or more of the same size and variety you may buy them considerably cheaper by paying the carrying charges.

Illinois Gladiolus Society and New England Gladiolus Society page 31.

"MONEY SAVING COUPONS" will be found in back of this Catalog which will save every customer money if used before they expire. They fit any size order. The larger the order the greater the saving.

Read our "Achievement" record inside of back cover.

Lastly we try to please each and every one of our customers and if for any reason your order is not satisfactory please advise us. Thank you.

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## ANNOUNCEMENT

I take pleasure in announcing to our friends and customers a new member of our firm. May I present Julian S. Heberling, now and for the past two years a full time man on our staff. Son Jack is keenly interested in the business and in the service we give our customers, or rather the service our customers pay for. He wants you to have value received and a kind feeling in your heart for Heberling's Gladiolus. He is glad to do his part toward promoting better service and increased cordial relations. Thank you.

J. H.



"BEAUTIFUL OHIO"

BEAUTIFUL OHIO

Introduced by Heberling's Gladiolus Fall 1935; originated by J. A. Hullibarger, Route 1, Bowling Green, Ohio.

Commercial type of a beautiful Terian pink with a touch of Tyrian rose in throat. almost a self color. It opens from five to eight florets at once from four and one half to five inches in diameter. Spikes are about forty four inches tall and flower head and flowers are of the Minuet type with eighteen to twenty open flowers and buds to the spike.

This variety comes with a straight clean spike and generally good placements. does not crook and stands heat well. Is a great favorite with Florists wherever it is known and harmonizes with Minuet and Golden Lancer especially well in makeup work. It also works in well with rose shade of roses. It is destined to go places commercially. It should be exhibited in the decorative class.

It produces a fair amount of bulblets from young bulbs and they germinate well. This season our germination was about 90%. The larger bulblets making size two and three bulbs. Stock is small as yet. Bulbs clean and healthy.

We predict that this variety will be eventually grown by all commercial growers. "Why not now."

Per	No. 1	No. 2	No. 3	No. 4	No. 5	No. 6	Per	Bulblets
1	\$ 2.00	\$ 1.60	\$ 1.20	\$1.00	\$ .80	\$ .60	1	\$ .20
10	16.00	12.80	9.60	8.00	6.40	5.00	10	1.60
100	100.00	90.00	80.00	70.00	60.00	50.00	100	12.00
							1000	100.00

REPORTED AWARDS TO BEAUTIFUL OHIO  
1937

- Blue Ribbon in spike classes at N. E. G. S. Boston Show.
- Blue Ribbon in basket class at Illinois Show, Springfield, Ill.
- Also Red Ribbon in basket class at Illinois Show, Springfield, Ill.
- Red Ribbon in spike classes at Illinois Show, Springfield, Ill.
- Blue Ribbon in 100 foot display at Detroit Show.
- Blue Ribbon in 100 foot display at Columbus, O., National Show.
- Blue Ribbon in 100 foot display at Springfield, Ill., Illinois Show.

1936

Beautiful Ohio was awarded the Blue Ribbon in the three spike class at the New England Gladiolus Show at Boston in 1936. Beautiful Ohio in mixed basket was awarded gold medal at the same show.

At Beverly, Mass., in the twelve vase class of three spikes each, Beautiful Ohio filled one of the twelve vases in the set receiving the Blue Ribbon.

At Springfield, Illinois, August 22, 1936, Beautiful Ohio received four Blue Ribbons as follows:—

- FIRST Single Spike Class.
- FIRST In Twenty-five Spike Basket Class.
- FIRST Three Spike Class.
- FIRST In Mantel Decoration Class.

Mr. J. R. Heberling,  
Easton, Illinois.  
Dear Mr. Heberling:  
August 30, 1937.

I enjoyed my short visit very much a few weeks ago with you and your gladioli gardens. On my trip I saw several gladioli gardens, and there is no question but that yours was in the finest condition of any that I visited. Your glad, "Beautiful Ohio," was one of the most outstanding of the newer varieties that I saw. I laid the spike that you gave me on the back seat of my car, where it remained for about six hours. It was so wilted that I almost did not carry it into the hotel, but I decided to do so in order to experiment a little. Within a very short time it revived, and by morning several of the buds had opened. Moreover, the once wilted florets showed not the least effect of their ill treatment. I thought you might be interested in these facts concerning "Beautiful Ohio."

I wish you would place my name on your mailing list in order that I may receive your new 1938 catalogue. I want to again express my appreciation for the kind courtesy you showed me on my recent visit.

Yours sincerely,

WHR:GS

W. H. R.  
Missouri.

"The Cream of the Stock Goes to the Early Buyers"

# GOLDEN LANCER

## THE WONDER YELLOW

Introduced by Heberling's Gladiolus Fall 1936.

Golden Lancer is the one yellow which has size and yet the shade of yellow which will successfully harmonize or contrast with many other varieties. (This point is most necessary if a yellow is to be popular commercially and sought after by Florists.) Florists are the ultimate market. If they like it, enough said.

The rose red lines in the throat are one reason why this variety is easily blended. Another reason is that the yellow of Golden Lancer is that soft yellow which goes well with lavenders, blues and pinks.

Golden Lancer is one of the most outstanding yellows for commercial use introduced in many years. Florists ask for it and prefer it above all other yellows available for makeup work.

Description—Pinard Yellow, with short delicate lines of rose red in throat, produces spikes forty-four to fifty-four inches tall. The florets measure four and one half to five inches in size with four to six open flowers.

The spikes carry from eighteen to twenty-one buds and flowers which are well placed on a long flower head. It is a strong, sturdy grower with healthy foliage and produces clean healthy bulbs. A good producer of bulblets which germinate almost 100%.

Golden Lancer is destined to go places in a big way and I predict things for this variety commercially.

### PRICES

Per	No. 1	No. 2	No. 3	No. 4	No. 5	No. 6	Per Bulblets
1 .....	\$ 0.75	\$ 0.60	\$ 0.50	\$ 0.40	\$ 0.30	\$ 0.25	10....\$ 0.50
10 .....	6.00	4.80	4.00	3.20	2.40	2.00	100.... 4.00
100 .....	50.00	40.00	32.00	25.00	20.00	16.00	1000.... 32.00

### REPORTED AWARDS TO GOLDEN LANCER

#### 1937

Awarded Blue Ribbon in the twenty five spike basket class at Beverly, Mass., Show. Also awarded Red Ribbon in three spike class at same show. This is one of the largest shows in the U. S. with an attendance of 44,000 people.

Awarded Blue Ribbon in single spike class, Blue Ribbon in the twenty-five spike Open Basket Class and a Red Ribbon in the three spike class all at the Illinois Show, August 21st and 22nd, Springfield, Ill.

The following is a quotation from a letter received Sept. 15th, 1937 from Wendell M. Myman of Sharon, Mass.

"I took a few spikes of Golden Lancer into one of Boston's most prominent Florists the other day, and his buyer spoke very favorably of it."

**"The Cream of the Stock Goes to the Early Buyers"**



AUSTRALIAN MONARCHS

TUNIA'S TRIUMPH

The Sensation of Australia

This Glad comes to our country with a great reputation for size, color, and as a prize winner. The greatest giant of them all. An immense spike four feet six inches tall, with seven to nine florets open measuring seven and one half to eight inches in diameter. Florets generally have perfect placement and are of a rich orange scarlet self color. This giant new variety has created a sensation in Australia which is the home of giant glads. Substance is extra heavy. Given favorable growing conditions I believe this variety will please and satisfy those interested in growing the giant exhibition type. Good producer of bulblets.

The following reports concerning Tunia's Triumph are submitted showing the standing of this variety in Australia.  
Copy of Judges' Report.

Fallu Cup Winner, 1934

Among other qualities, a really good Gladioli must possess substance, size, placement, and colour.

The massive Orange Scarlet seedling which won the Fallu Cup for 1934 combined each of these requirements to a marked degree—a very bold, arresting bloom, for which I predict a great future.

Yours faithfully,  
(Signed) H. R. Hancock.

Ambleside Railway.

19 Henley Street,  
Torrensville, S. A.  
5th June, 1935.

In our last Spring Gladiolus Show in November, 1934, the most conspicuous bloom was a huge Orange Scarlet Seedling.

This magnificent Grandiflorous, with seven eight-inch blooms, perfectly placed, simply dwarfed such varieties as "Queen Mary" and "Mrs. S. A. Errey." Although this bloom had not been dressed from an exhibitor's point of view, it naturally graced itself as a champion. Its magnetism held the public three and four deep while the show remained open.

Finally, I will forecast a great future for this unnamed seedling—a triumph for lovers of a perfect specimen in the grandiflorous type.

(Signed) CLEM HILL.

TUNIA'S TRIUMPH PRICES

	No. 1	No. 2	No. 3	No. 4	No. 5	Bulblets per
Each .....	\$8.00	\$7.00	\$6.00	\$5.00	\$4.00	each \$ .90

BLUE WONDER

Champion Seedling South Australia G. A. Show, 1935

A massive blue of medium shade opening from ten to sixteen at once of immense five inch florets. We have never seen a blue so large with so many flowers open. It is truly the king of the blues as an exhibition variety. A fair producer of bulblets. The spikes are consistently of the exhibition type, and substance is good. Clear color. The best exhibition blue I have ever seen. The Flower head is heavy and suggest staking the spikes.

PRICES

	No. 1	No. 2	No. 3	No. 4	No. 5	Bulblets per
Each .....	\$4.00	\$3.20	\$2.80	\$2.40		each \$ .40

**"The Cream of the Stock Goes to the Early Buyers"**

# AUSTRALIAN MONARCHS

## TUNIA'S BLUE

A medium dark blue of clear color and exceptionally large florets. It does not open as many at one time as Blue Wonder but the florets are larger often measuring six inches and more in size. It produces the largest florets that I have ever seen in a blue. It stands erect and makes a grand spike. This variety has a record of florets measuring seven and one half inches in diameter at the testing grounds of Melbourne, Australia. It is a grand spike and flower but only a moderate producer of bulblets. The color is lighter than Pelegrina.

I regard Tunia's Blue as one of the most outstanding blues to date with the largest blue florets I have ever seen. It is well worth trying.

### PRICE

	No. 1	No. 2	No. 3	No. 4	Per Bulblets
Each .....	\$4.00	\$3.20	\$2.80	\$2.40	1     \$ .40

### MAC

A huge orange scarlet with small violet blotch on lower petal. Florets five to six inches in size and said to be an excellent commercial.

### PRICE

	No. 1	No. 2	No. 3	No. 4	Per Bulblets
Each .....	\$ .60	\$ .50	\$ .40	\$ .35	10     \$ .40

### RAYSHEAN

A large delicate light blue with slight yellow marking on lower petal. Tall straight spike with seven to eight large blooms open at once. Good placement and good substance. Florets about five inches in diameter. One of the most attractive varieties in the garden this season.

### PRICE

	No. 1	No. 2	No. 3	No. 4	Per Bulblets
Each .....	\$ .40	\$ .35	\$ .30	\$ .25	10     \$ .40

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## WHAT WE SELL

We offer Gladiolus Bulbs true to name and of the highest quality. They are clean, high crowned and full of vigor and vitality. Our bulbs are free of disease and insect pests and so certified by the Chief Plant Inspector of the State of Illinois. Your money will be cheerfully refunded if you are not satisfied with your shipment.

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***"The Cream of the Stock Goes to the Early Buyers"***

THE LATEST SYMPOSIUM

MAY, 1937

THE FIFTY MOST POPULAR VARIETIES

1. Picardy

2. Minuet

3. Commander Koehl

4. Betty Nuthall

5. Mother Machree

6. Marmora

7. Maid of Orleans

8. Mr. W. H. Phipps

9. Bagdad

10. Mildred Louise

11. Pelegrina

12. Mammoth White

13. Dr. F. E. Bennett

14. Wasaga

15. Star of Bethlehem

16. Albatros

17. Salbach's Orchid

18. Pfitzer's Triumph

19. Aflame

20. Rosemarie Pfitzer

21. Duna

22. Red Lory

23. Mrs. Leon Douglas

24. Golden Dream

25. Lotus

26. Coryphee

27. Mrs. P. W. Sisson

28. Margaret Fulton

29. Golden Chimes

30. J. Van Tets

31. Frank J. McCoy

32. Gloriana

33. Heritage

34. Miss New Zealand

35. Wurtembergia

36. Mrs. E. J. Heaton

37. Betty Snow

38. Ave Marie

39. King Arthur

40. Giant Nymph

41. Charles Dickens

42. Our Selection

43. Amador

44. Aida

45. Frederick Christ

46. Red Phipps

47. Solveig

48. New Era

49. Golden Goddess

50. J. Sebastian Bach

By the courtesy of the American Gladiolus Society, Goshen, Ind.

COPY OF INSPECTION CERTIFICATE

STATE OF ILLINOIS

Henry Horner, Governor

DEPARTMENT OF AGRICULTURE

J. H. Lloyd, Director

Glen Ellyn, Illinois

Division of Plant Industry

Nurseryman's Certificate No. 446

"This is to certify that the nursery consisting of gladiolus (field inspected) and the premises of Heberling Gladiolus, J. H. Heberling, Prop., Easton, Illinois, situated at Easton have been inspected by a duly appointed inspector of this office and that said nursery and premises are apparently free from dangerous insect pests and plant diseases. This certificate is valid until August 1, 1938, unless sooner revoked."

September 23, 1937

(Signed) H. F. Seifert, Chief Plant Inspector.

L. A. Moore, Superintendent.

**"The Cream of the Stock Goes to the Early Buyers"**

# NOTES

## Soil and Fertilizer

Any good garden soil is ideal. Glads do well on most any soil if they are planted in the open garden where there is plenty of sunshine and a reasonable amount of moisture. Soil should be well drained. If your soil is not strong, you may apply manure and turn under in the fall, or you may work well rotted manure into the soil in the spring. If manure is not available you may use pulverized sheep or cow manure by putting into the bottom of your planting trench, then covering with an inch of soil, then planting your bulbs. Vigoro is also good. Two or three applications of commercial fertilizer may be made on the surface along the rows during the growing season and before the plants bloom. Any fertilizer should be kept from direct contact with the bulb or foliage. If you wish to grow immense spikes you must fertilize heavily but your plants must also have at least an inch of water every three or four days. Heavy fertilizing with insufficient water will make your spikes a disappointment.

## Treating Bulbs

We treat all of our stock before planting with Corrosive Sublimate. One ounce to ten gallons of water. Soak bulbs or bulblets over night in wood container. This treatment is a preventative against scab and rot and also is said to be a sure killer of thrip. We have never had thrip.

## Planting

Work soil to a depth of eight inches, or ten inches will be better. For large bulbs they should be covered with not less than four inches of soil and many cover them with six inches. The deeper planting helps keep them upright when blooming. Smaller bulbs should be planted more shallow but not less than two inches. You may regulate your distance apart in the row by the space you have. Plant rows anywhere from twelve inches to two feet apart in garden, depending on space. Plant in rows from two to six inches apart, depending on space and number of bulbs. They do well planted close together, making fine spikes but require more water. Also you should have richer soil or more fertilizer to get large spikes if planted close. You may, of course, plant in beds, spacing the bulbs about six inches each way.

## Bulblets

In planting the rare kinds it is quite common to remove a part of the hard shell first, then keep in moist cloth or damp sand until bulblets sprout, then plant, covering with about two inches of fine soil. They should not be allowed to dry out during this process of germination. Temperature about 70° F. The commercial varieties are generally put in cloth bags and soaked in water for a day or two or three, then taken out for a day and then put back to soak. This process may be repeated several times until bulblets sprout, then plant.

## Digging and Storage

With us our early stock is taken up in late September and from that time on we are busy digging until about November first. The bulbs should be taken up within six weeks to two months after blooming but before the tops begin to get brown. Even if tops are green, bulbs should be taken up before the ground freezes deeply. After digging cut off tops close to bulb and put in screen bottomed tray to cure. They should have plenty of ventilation while curing and must not be put in containers more than three or four inches deep. Stir them every few days and keep in dry, well ventilated place. In two or three weeks they will be cured so that old bulbs may be removed from the bottoms. With a few more days to dry they may then be placed in storage.

Bulbs should be dry and free from moisture when placed in storage. The storage temperature is best at 40 to 45 degrees F. However, they do very well at 50 degrees F. if you cannot keep it cooler. Your storage room should be dry, cool and ventilated and as near uniform as possible as to temperature. It is well to look at your bulbs every two or three weeks and see what the condition is, if they are showing signs of too much moisture or looking mouldy, dry them out and give better ventilation. Keep them in small containers and spread thin.

If you have had thrip, use Naphtheline flakes in stored bulbs but not too heavy nor for more than ten days at a time. When your shipment of bulbs arrives unpack at once and open bags, letting in the air. If they appear moist allow them to dry before storing.

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**"The Cream of the Stock Goes to the Early Buyers"**

## DESCRIPTIONS OF VARIETIES

**ABABA** (Ellis) A very tall bronze red with many open. This is one of the finest of the new varieties. We predict that Ababa will make many new friends. We recommend this variety very highly. Fairly prolific and bulblets good germinators.

**ABE** (Ellis) A very tall and stately variety of rich apricot salmon. An excellent commercial variety and outstanding in every respect. A good producer of bulblets for us which germinate well.

**AFLAME** (Hornberger—1925) A giant, flame red primulinus grandiflorous variety. Both the individual florets and the spike of this variety are huge.

**AIDA** (Pfitzer—1926) A dark violet blue variety. The florets are blotched with red in the throat. It is very early.

**ALBATROS** (Pfitzer—1926) A massive pure white. The spike is very tall, the florets large and the color perfect. This is undoubtedly one of the finest whites.

**ALIGHT** (Hornberger—1932) A Sport of Aflame, a wonderful new variety a shade lighter in color than Aflame, and with its large white throat blotch makes it a very distinctive and charming variety; easy to propagate. As this is a color Sport of Aflame, it has all the habits and qualities of its parent, except the difference in coloring.

**ALLEMANIA** (Pfitzer) A giant bright red. Deep in color but more bright and lustrous than Com. Koehl, and has better facing usually than that variety. Probably the largest in its color class. Sometimes crooks in adverse weather. Good propagator.

**AMADOR** (Kingsley—1931) A new glowing red glad that glistens and sparkles and glows with spectacular brilliance, whether in the sunlight or under an electric lamp. The form, substance and placement are all that can be desired, and, unlike many reds, it does not burn in the sun. The florets are large, and the spike is always straight. I cannot recommend Amador too highly.

**AMAZON** (Gilrey) A tall lavender pink with a white throat. Very large florets.

**APRICOT GLOW** (Palmer—1928) A very fine, clear, apricot prim. grand.

**AVE MARIA** (Pfitzer—1927) A large light blue with purple blotch. This is a favorite of Pfitzer's earlier light blues with many people. It has substance that is above the average for its color, and its spike and placement are good.

**BAGDAD** (Palmer—1930) A magnificent smoky old rose, deeper to petal edges and lighter in throat. Many large, unusual colored florets are open at one time on the tall, straight, fine spike. Bagdad is a good propagator and a truly outstanding variety.

**BEAUTIFUL OHIO**—See page 3 for description.

**BELLA DONNA** (Pfitzer—1931) A new, delicate, light blue from the gardens of the most prolific producer of good blues. Bella Donna is one of the best of its color

**BEOWULF** (Nitchman) A very good late blooming lavender rose with fine tall spikes. This is our second season in growing this variety and we have watched it carefully and find it to be a very worthwhile variety. It is a good producer of bulblets and they germinate well. We feel sure this variety is destined to become an outstanding commercial.

**BERTY SNOW** (Mair—1918) A fine large lavender. Although the florets sometimes fleck, they seem even more beautiful because of this fact.

**BETSY BOB-UP** (Canine) A light creamy apricot sport of Betty Nuthall. This appears to have excellent commercial possibilities, some liking it better than its parent. Very prolific.

**BETTY NUTHALL** (Salbach—1928) Undoubtedly one of the finest varieties ever originated. The florets are of the richest salmon orange shading to yellow in the throat. The spike is extremely tall and straight, and it carries twenty or more buds. Eight to ten perfectly placed flowers open at once.

**BILL SOWDEN** (Fallu—1929) A huge, deep, rich red. This variety frequently produces six inch flowers; it is considered by many to be the best red. Its spikes, although not unusually long, are very good.

**BLEEDING HEART** (Brown—1927) Fine light pink with large red blotch. To those fanciers of blotched glads who mourn the passing of Pendleton, Bleeding Heart will be a delightful acquisition. The spike is tall and straight, and it carries many well placed open flowers and buds.

**"The Cream of the Stock Goes to the Early Buyers"**

- BLUE ADMIRAL** (Christ—1932) In my opinion this variety is one of the best blues ever to have been introduced. Its color is a most pleasing medium blue. It frequently produces florets five and one-half inches or more across. The spike is unusually tall and straight and the placement is very good.
- BLUE DANUBE** (Pfitzer—1929) A very fine light blue. The color is a shade lighter than Mrs. Van Konyenburg, and the placement is better. The spike is exceptionally tall.
- BLUE PEACOCK** (Salbach—1932) A relatively new blue by the originator of Betty Nuthall. Blue Peacock is more nearly a true blue than most so-called blues; there is less violet in the ground color. The dark purple blotch in the throat is surrounded by cream, giving the appearance of a peacock eye for which the variety was named.
- BLUE ROYALE** (Vaughan—1931) A tall, dark violet blue. The throat of the floret is blotched with cream. This variety produces a long, well proportioned spike and flower head.
- BLUE TRIUMPHATOR** (Pfitzer) A very large light blue with six to eight large flowers open at one time. Substance appears light. This variety was brought out a few years ago at \$100.00 per bulb.
- BLUE WONDER** (Both, Aus.) Described in front of catalog.
- BONNIE BLUE** (Christ) A new medium blue with darker throat.
- BREAK O' DAY** (Bill—1924) An early, light pink, commercial of great merit.
- CADILLAC** (Vaughan—1929) A tall, rich yellow. The florets are a golden apricot yellow, and have no marking in the throat. The spike is unusually fine and it carries as many as seven open flowers.
- CANBERRA** (Errey—1927) Tall, outstanding yellow of good substance. The length of spike, size of florets and excellence of color make Canberra a fine show variety.
- CANYON VIOLET** (Vaughan—1932) Deep violet blue, small purple plume. Very tall with from four to six well placed florets open at a time. It has been a slow propagator with us.
- CARA MIA** (Miller—1927) An early, deep shrimp pink *primulinus grandiflorus*.
- CHARLES DICKENS** (Pfitzer—1925) A large aster purple variety. The spike, which is usually long, carries many buds and open flowers.
- CHRISTABEL** (Mitsch) La France pink with sulphur yellow throat. Tall, slender spikes with seven to ten large flowers open at once.
- COMMANDER KOEHL** (Pfitzer—1928) A massive blood red. The florets of this fine variety are often six inches across. The spike is exceptionally long and straight. It produces huge spikes even from small bulbs.
- COPPERFIELD** (Australia) An outstanding exhibition variety. A blend of deep coppery bronze and slate with a large rich velvety cherry colored blotch, beautifully edged with bright copper. The edges of the ruffled petals are heavily flecked with mulberry. The spike is extra long with ten to twelve immense flowers of splendid form open. Unusually good.
- CORONATION** (Palmer—1932) Soft, light salmon shading to cream and creamy yellow in throat. Many large, well placed blooms open on moderately tall, strong spike. This is a beautiful exhibition variety.
- D. A. HAY** (Whitely, N. Zealand) This very popular variety has won many championships in N. Z. Color is pink, with a creamy white throat. Opens 10 on a tall, straight spike.
- DANNY BOY** (Julyan) Brownish slate, with deep orange throat. Many open and a beautiful spike. One of the most admired in our garden. Outstanding. Good propagator and germinator.
- DEARBORN** (Vaughan—1930) A tremendously large orange yellow. The throat is marked with a feathering of deep crimson. Tall, straight spike carries twenty or more buds with many huge florets open at once.
- DEBONAIR** (Palmer—1932) LaFrance pink to shrimp pink in throat with creamy throat mark. The tall, strong, always straight spike carries six to eight large open flowers. Debonair is truly excellent.
- DECEMBER SNOW** (Nitchman) A large creamy white.
- DO X** (Pfitzer) A large amber yellow variety. Said by the originators to be the largest yellow gladiolus in commerce.

**"The Cream of the Stock Goes to the Early Buyers"**



- DR. A. C. McKILLOP** (Mair, N. Z.) A large lavender from New Zealand.
- DR. DURR** (Pfitzer—1930) An early light yellow of much merit. This variety opens six to eight beautiful, creamy yellow flowers at once on a tall straight spike. It is unquestionably one of the finest glads of this color.
- DR. F. E. BENNETT** (Diener—1921) An immense, brilliant scarlet. Dr. Bennet is, in our opinion, the finest exhibition and commercial scarlet on the market.
- DR. MOODY** (Kinyon—1926) An excellent lavender.
- DR. NELSON SHOOK** (Kunderd—1925) A very rich rose red. The large, strong spike carries many buds, and from six to eight beautifully ruffled open florets.
- DUNA** (Palmer—1931) A soft, light pink and buff variety. The general color effect is distinctly new and different. Five to six large blooms open at once. The color of Duna is unusual.
- EARLY DAWN** (Briggs—1933) A new early geranium pink. Makes a tall spike, with large flowers well placed and it makes a very gorgeous spike. It propagates well and the bulblets are good germinators, increasing rapidly. Spike generally straight and we believe this variety has a great future as a commercial and it will qualify for exhibition when well grown. Try it.
- EARLY PEACH** (Pruitt) Peach-red blending to ivory in the throat of upper petals. Lower petals blotched a warm buff. A very beautiful decorative variety with a tall spike. An excellent commercial.
- EDITH MASON** (Vaughan—1929) A delicate geranium pink. The color is most exquisite—even in the bud.
- E. I. FARRINGTON** (Rowe) Very rich, soft yellow, no markings. Good commercial.
- EMILE AUBRUN** (Lemoine—1910) A fine, standard, smoky rose red. The throat is blotched with deeper rose and the entire flower is overcast with bronze and gray.
- ERICA MORINA** (Pfitzer—1930) A most distinctive scarlet. This variety is vigorous grower; it resembles Pfitzer's Triumph in color but produces a superior spike and is earlier.
- ESME DESAILLY** (Errey—1928) Salmon pink with reddish lines on cream tinted lower petals. Eight or more well placed medium size blooms open. A good exhibition variety.
- EUIDES** (Errey) An ivory white with cream center and very lightly flushed toward the outside edges with lilac pink. Makes a fine spike with eight to ten open with fine form and placement. A great exhibition variety with prospects of becoming a leading commercial variety. Winner of high awards in Australia.
- EXCELLENCE** (Kunderd) A tall flashing light red with large flowers. Splendid commercial or for home garden.
- FLAMING METEOR** (Mitsch) A large bright deep red self. One of the very best new reds introduced and if you like red glads you will love this one. It has real merit.
- FLAMINGO** (Christ) Rose pink with white throat blotch.
- FRANK J. McCOY** (Briggs) A very large tall pink. The spikes are not always of perfect placement but when they come with from ten to fourteen open flowers they are sure prize winners. I do not believe that any variety has more championship awards to its credit than this variety the past few years. One of the best exhibition varieties.
- GABRIEL** (Errey) Salmon flecked slate and gray. A good variety producing fine spikes.
- GAY HUSSAR** (Salbach—1928) Orange-red, shading to strawberry pink. Fine placement and very attractive.
- GEM OF SPARTA** (Ellis) A tall apricot of heavy substance.
- GERTRUDE SWENSON** (Swenson) An exhibition lavender opening from ten to twelve flowers. Flowers not large but of good placement.
- GIANT NYMPH** (Coleman—1921) An excellent standard pink variety. One of the best commercials.
- GOLD EAGLE** (Austin) Earliest yellow, slightly ruffled. Very good commercial.
- GOLDEN AMBER** (Salbach—1927) A most excellent amber yellow prim. Unlike most primulinus varieties, this one produces a fine spike with many buds and open flowers.
- GOLDEN CHIMES** (Ellis—1929) The large florets are a delightful medium yellow, and are ruffled. It is one of the finest yellows we know of.

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**GOLDEN CUP** (Palmer) A very deep yellow self. Good commercial.

**GOLDEN DREAM** (Groff—1923) An extremely tall, rich yellow.

**GOLDEN FLAME** (Kingsley—1933) Dark orange salmon with yellowish lip and mid-ribs. Orange feather. Tall, straight spike with 6 to 8 blooms of heavy substance seen at a time.

**GOLDEN FRILLS** (Kunderd—1925) An unusual yellow primulinus variety. The color is deep daffodil yellow with flame red blotch.

**GOLDEN GODDESS** (Salbach—1933) The first patented gladiolus. Nine to twelve of the twenty to twenty-one florets open at once in a deep rich golden yellow color, with buds as yellow as the flower itself. The placement is as perfect as one may conceive. The spike is exceptionally straight with an unusually long flower head, consequently we do not hesitate to give it the highest recommendation possible.

**GOLDEN LANCER** (Heberling's Gladiolus) See page 4 for description.

**GOLDSTAUB** (Pfitzer) Extra early yellow of merit. Propagates well and bulblets are good germinators, should be good commercial.

**GRAND SLAM** (Salbach—1933) A bright salmon-orange sport of Pfitzer's Triumph. The spike is longer than P. T., and has large, slightly ruffled, well placed florets. Grand Slam is truly one of the leaders of its color class.

**GYPSY LASS** (Herborn-Salbach) A very distinctive new scarlet with carmine blotch. Good size, form, and placement with large florets. Very brilliant and outstanding. Feel sure it will make a place for itself.

**HEATHFIELD** (Errey—1930) Grenadine red with pomegranate blotch. A very large, fine exhibition variety.

**HEILIGTUM** (Pfitzer) A pure white with a slightly greenish cream throat. Flowers are large with five to seven open on good flower head and long spike. This variety appears to have merit.

**HINEOMA** (Doney—1925) Probably the most unique glad in our gardens last summer. The color is rose red, flecked darker red, and with a large blotch of cream in the throat.

**HYACINTH** (Gilrey—1929) A very large shell pink.

**IRENE** (Mair—1928) Salmon rose base which is flecked old rose. The edges of the petals are bluish gray; the flowers are cream in the throat. This is considered by many to be one of Mair's finest originations.

**ISOLA BELLA** (Pfitzer) Light pink lavender. Good spike and flower head with ten to twelve open. Strong grower and good producer of bulblets.

**JANE ADDAMS** (Prestgard—1926) An excellent lavender. The flowers, which are exceedingly large, are white in the throat.

**JOERG'S WHITE** (Joerg—1924) A huge white with a small crimson feather in the throat. This is one of the most popular whites.

**JOH. S. BACH** (Pfitzer—1930) Fine orange salmon, somewhat lighter in the throat, with white median lines on each petal. It is an early exhibition variety, and a strong grower.

**JOYFULL** (Crow) Tall willowy spike of golden orange. Very heavy substance and a good producer.

**JUBILEE** (Kemp—1926) A massive lavender pink. From large bulbs. Jubilee consistently produces flowers that are more than six inches across. It was originally introduced at \$100.00 per bulb.

**JUNE ROSE** (McClure—1930) A good commercial rose red.

**KASSELL** (Pfitzer) A very rich scarlet self. Placement not always good, but a grand tall spike of rich red with immense flowers.

**LADY EATON** (Palmer—1932) Pale vinaceous to venetian pink and almost white in the throat which has a violet marking. Purple penciling and peppering on cream ground. Very tall spike which opens 6-7 large wide open blooms.

**LA PALOMA** (Dusinberre—1929) A fine, tall orange primulinus grandiflorus variety. The color is most attractive, and the spike is exceptionally good.

**LIBELLE** (Pfitzer—1929) A fine, light violet blue. The florets are large and beautiful. The spike and placement are good.

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**LIGHTS OF GOLD** (Hornberger) Intensely ruffled bright salmon pink with large throat blotch of golden yellow. A wonderfully harmoniously blended flower possessing much beauty. Grows rather tall but florets are not overly large. However it is a strong grower and good producer of bulblets which germinate well. We think this variety a great commercial.

**LITTLEJOHN** (Stevens—1929) A beautiful ruffled rose. The spike is tall and consistently straight. The flower head is well proportioned. This is a very worthwhile variety.

**LONDONDERRY** (Christ) A giant spike and flower of rich orange with a touch of carmine in the throat. This wonderful variety is a giant in both plant and flower. As I write this description I have before me a spike grown from a bulblet this season which is thirty-six inches long after being cut with an eighteen inch flower head and two open florets more than five inches across. It has excellent placement, head good substance, and the florets open wide. Very outstanding.

**LOTUS** (Prestgard—1929) A daintily colored glad of soft light pink with a cream throat. The shape of the spike and florets combined with this beautiful shade of pink make it truly exquisite.

**LOUIS D'OR** (Pfitzer) Bright orange yellow prim.

**LOYALTY** (Austin—1928) An excellent deep yellow. Very popular.

**LUCIFER** (Errey) Bright orange with amaranth crimson blotch. Nine to eleven large flowers of fine form and substance are well placed on an exceptionally tall spike

**MAC** (Both) See page 6 for description.

**MADAME NORENA** (Prestgard—1928) A large, beautiful buff. The color is most pleasing, and the florets are well shaped and nicely ruffled.

**MAID OF ORLEANS** (Pfitzer)—1929) Milky white with a distinctive light cream shade in the throat. Large flowers, consistently good spike and placement, and a beautiful color are among the merits of this variety.

**MAJOR BOWES** (Stewart) A very large bittersweet pink overlaid with a slightly deeper tone, with pinard yellow throat. This is a massive plant and spike with heavy foliage and strong tall spike carrying eight to twelve large open flowers. It is a good producer and the bulblets germinate well. Major Bowes should become a very popular commercial variety. It has all of the points required for a good commercial and a good exhibition variety as well.

**MAMMOTH WHITE** (Pfitzer—1922) It has a massive flower, frequently more than six inches in diameter, and is of the purest white.

**MANU** (Burns) A New Zealand decorative variety of much merit. It received the F. C. C. award in New Zealand in 1936 and appears to be going places. Color, rose doree with small majenta-purple stripe.

**MARCHEN** (Pfitzer—1932) A soft La France pink of the purest shade imaginable. The florets, which are over 6 inches in diameter, are of good substance and well placed on a strong stem.

**MARGARET PETER** (Errey) An early Errey variety of white flushed pink with large crimson blotch. Placement nearly always perfect with eight to ten open flowers. A good producer and bulblets germinate well. A coming commercial we feel sure.

**MARMORA** (Errey, Australia—1926) A gigantic silver gray with a rose throat. A paragon of exotic beauty, Marmora, at the time of introduction, was widely acclaimed as the most unusual glad ever to reach the American glad fan.

**MARNIA** (Kemp—1925) A rich, brilliant orange. Spike and substance are good.

**MAROCCO** (Pfitzer—1927) The darkest red we have ever seen. The flowers possess a wax-like texture and fine substance that is most striking.

**MARY ANSTEEN** (Young) A splendid deed begonia rose with lighter throat. A very rich and pleasing color. This variety has received many compliments from growers and test gardens and all are agreed that it is a very worthwhile commercial. Strong grower and a good producer of bulblets which germinate well and make good size the first season.

**MATADOR** (Christ) Large lavender red with darker blotch.

**MAUNGA** (Burns) A new gigantic white from New Zealand which leaves nothing to be desired as to size, color, and substance. It is one of largest and best whites that we have ever grown. If you grow it we feel sure it will please you.

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**MAX REGER** (Pfitzer—1932) A light lavender blue with darker throat markings ending in small sharp almost white points, giving the flower the semblance of a beautiful blue butterfly. This variety, which is more graceful and attractive than most we know, is doubtless one of the best of its color class.

**MAYFLOWER** (Pfitzer) A sparkling, flaming pink that is outstanding. The edges of the petals appear frilled and this variety is most striking as to color and attractiveness.

**MILDRED LOUISE** (Wentworth—1932) The color, a warm salmon pink, is delightful. The spike and flowers become tremendously large, but retain their grace and beauty in spite of that fact. A very good commercial and exhibition variety.

**MILFORD** (Rides—1932) We consider this outstanding variety to be one of the finest recent New Zealand originations, not excepting Takina and Miss New Zealand. It has a tall, straight spike, large flowers with excellent substance and placement. The color is clear azure, with inconspicuous throat markings. It is great improvement over Heavenly Blue, being much larger and deeper in color. It is truly a sensational variety and the best light blue we know.

**MILKMAID** (Gilrey) Very large milky white with a mauve feather. Tall spike, about ten open, very well recommended in Australia.

**MILLIE PARKS** (N. Zealand) This variety is an improved D. A. Hay and has created a large following in New Zealand. The color is light salmon, flaked with rose and yellow throat. A very pleasing combination of harmonious shades. We believe this variety will soon become very popular.

**MINUET** (Coleman—1922) Easily the most popular of all purpose lavenders. The spike is a model of excellence, and the placement is always good. The florets are large and well shaped. At shows Minuet is a sure winner in the lavender without marking class.

**MISS GREELEY** (Briggs) Very similar to its parent, W. H. Phipps, but not quite so massive. The outstanding feature in favor of Miss Greeley is that it is approximately three weeks earlier. This is a tremendous asset in making it a good commercial variety.

**MISS JOY** (Blake—1929) A delicate pure pink shading to cream in throat. It produces a lovely spike.

**MISS MARION** (Fischer) An early mauve lavender with cream throat.

**MISS NEW ZEALAND** (Julyan, N. Zealand) Shrimp, grading into begonia rose, with a medium-sized blotch of tyrian rose. The spike is tall, at times reaching over six feet, with massive well rounded florets. The 7½ inch florets come well placed with 8-10 open at a time. Miss New Zealand has been a big winner wherever shown. We have never been able to grow this variety as large as grown in Australia.

**MOTHER MACHREE** (Stevens—1927) A beautiful golden lavender smoky that defies description. Mother Machree was introduced at \$100.00 per bulb. It is immensely popular with our customers.

**MRS. CALVIN COOLIDGE** (Kunderd—1927) An exquisite salmon pink prim, with a rich yellow throat.

**MRS. E. J. HEATON** (Heaton—1933) The color is a deep salmon pink with a cream throat. No markings of any kind, and it does not fleck or fade. It has good placement and substance, and is a strong grower. It is an excellent commercial or exhibition. Bulblets germinate well.

**MRS. E. J. TOON** (Toon) A very new white of merit from New Zealand. Our first year in the garden but looks very good.

**MRS. LEON DOUGLAS** (Diener—1920) Under proper conditions this variety develops spikes that are more than six feet in height, and that carry many six inch salmon florets.

**MRS. P. W. SISSON** (Coleman—1924) A beautiful light pure pink.

**MRS. RAY P. CHASE** (Miller—1930) A white with a yellow throat blotch that is unsurpassed when well grown. Its good form and placement, and its wax-like texture and fine substance are unexcelled.

**MRS. S. A. ERREY** (Errey) A very large orange variety which has won many awards both in Australia and the U. S. Flowers are five to six inches across with generally good placement on a very strong spike which is straight. A large, splendid variety.

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**NETHERLAND PRINCE** (Stevens—1930) Bright salmon pink, white throat. This very tall, straight spike carries from six to eight large open flowers. A good exhibition variety, with great possibilities as a commercial.

**NEW ERA** (Ellis) A beautifully ruffled rich pink which has caused much favorable comment the past two years. Good propagator and bulblets germinate well. It will undoubtedly become a great commercial when stock is more plentiful. You can't go wrong on this one.

**NINTH SYMPHONY** (Pfitzer) An immense exhibition variety with giant flowers of a vivid salmon red. One of Pfitzer's largest and best introductions.

**OLIVE MARIE BROWN** (Indian Hollow Farms) A small decorative with graceful spike forty to forty-five inches tall. Color a rich apricot orange with petals of a beautiful irregular form. It is different and outstanding.

**ORANGE BUTTERFLY** (Salbach—1927) A glowing, bronzy orange prim. Unlike many primulinus varieties, this one opens many florets at once.

**ORANGE KING** (Steves—1932) Very lightly flaked salmon orange, fine red lines in throat. Eight or nine are open at once with twenty to twenty-two buds on a tall, slender, straight spike often over six feet tall. A good prim. grand.

**ORANGE PRINCESS** (DeGroot—1932) Purest salmon orange, slightly lighter in throat, small crimson feather deep in lower petals, wide open flowers of wonderful form and perfectly arranged, slightly ruffled. Fine cut flower and exhibition variety.

**ORANGE QUEEN** (Pfitzer—1919) A tall orange yellow primulinus grandiflorus.

**ORANGE SOVEREIGN** (Steves—1932) Light orange buff, slightly suffused salmon toward tips of petals. The color does not fade or burn in hot sunshine. This tall spike has 8 to 10 slightly ruffled, large blooms open at one time. Received an Award of Merit in England.

**ORANGE WONDER** (Kemp—1927) A fine, rich orange.

**OUR SELECTION** (Ball—1928) A large smoky salmon with red feather edged with yellow.

**PAUL PFITZER** (Pfitzer—1924) A tall velvety purple. It is the most popular variety of this class that we grow.

**PELEGRINA** (Pfitzer—1930) The richest and deepest of Pfitzer's blues. Pelegrina has the same fine color as Aida—without its red-throat blotch.

**PENSACOLA** (Christ) Pure scarlet without markings. A scarlet of outstanding merit.

**PFITZER'S TRIUMPH** (Pfitzer—1925) A gigantic scarlet. Huge, wide open flowers open flat against the strong spike. It does not stand the heat well.

**PHYLLIS McQUISTON** (Stewart—1933) The color is a beautiful shrimp pink with a slight pencil line of rose in the center of the white throat. The spike is long and erect, carrying well five or more of these beautiful large flowers open at a time. It has the best of substance and is a good propagator. Phyllis McQuiston is rapidly being recognized for what it really is—a wonderful glad.

**PICARDY** (Palmer—1930) Truly immense spikes carry as many as eight huge open flowers. The color is so rich a salmon pink that an average vocabulary is unable to describe it.

**PINK SELECTION** (Australia) A sport of "Our Selection" and when grown under favorable conditions in the late Fall this variety produces the largest and finest pink florets that I have ever seen produced barring none. A very large straight spiked pink with ten six-inch florets. Believe it does best in cool weather.

**PIRATE** (Palmer—1930) Shades and tints of pomegranate purple. Lighter in upper throat. Good placement on a tall spike makes it a real dark beauty.

**POLAR ICE** (Pfitzer) A pure white of good size and very early. We consider it a good commercial, and it should make a very good exhibition.

**PRAIRIE GOLD** (Corrington—1934) A very deep yellow. It has a tall, straight spike with good placement. Prairie Gold has won numerous firsts since it was introduced. A first for vase of three spikes at both the National and Illinois shows, also it was awarded the blue ribbon as champion decorative spike of the Illinois Gladiolus Society show.

**PREDOMINATOR** (Kunderd) A tall salmon scarlet that has received many prize awards.

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- PRIDE OF PORTLAND** (Ellis—1926) A very large plant with tall spike producing large well formed begonia rose florets with white throat. The spike is usually well formed and spike and flower head are well balanced and of good length with flowers of large size. This is an outstanding variety.
- PRIMROSE PRINCESS** (Salbach—1927) A large, stately, wide open yellow.
- PURE GOLD** (Dehnhoff) A pure yellow of commercial value.
- PURITY** (Christ) A tall decorative white of good substance and an altogether attractive variety of merit.
- PURPLE VICTORY** (Gilrey) A strong growing purple making a good spike with many large purple florets open at once.
- QUEEN HELEN II** (Salbach) A light geranium pink of clear color and tall spike. An excellent variety.
- RAMSEY McDONALD** (Pfitzer) A new purple self color that stands at the top of its class. Probably the best purple to date.
- RAPTURE** (Palmer—1931) Medium light salmon with diffused yellow blotch. 5 to 7 very large blooms well arranged on a straight tall spike. A good late cut flower.
- RAQUEL** (Nitchman) Tall white with faint pencilings in throat.
- RAYSHEAN** (Australia) See page 6 for description.
- RECOVERY** (Blake) Tall salmon rose overlaid with red. This variety has made a splendid record the past two years and seems destined to become a great commercial. Many flowers open and a good producer of bulblets which germinate well.
- RED LORY** (Errey, Australia—1928) This variety produces tall, graceful spikes carrying many buds and flowers. The color is a most desirable rose red. As high as ten florets open at once.
- RED PHIPPS** (Briggs—1932) Tall spike with six to ten brilliant flowers. The color is a most desirable red. As high as ten florets open at once.
- REVERIE** (Palmer) Light safrano pink shading to a cream throat. A splendid variety and good commercial.
- REWI FALLU** (Fallu) A very large deep blood red variety. This variety although new has already many stanch friends because of its large size, good color, and splendid substance.
- ROBERT BURNS** (Christ—1935) Color slightly lighter than Pelegrina, but much nearer a real blue. No throat markings. A tall spike with 8 to 10 of the 21 buds open at once. 5 to 6 inch florets—all perfectly placed. Gives good increase, and easy to germinate.
- ROBERT THE FIRST** (Wilkus) A huge, tall spike, strong and sturdy with ten to fourteen large ruffled pale rose-purple florets open.
- ROSE LADY** (Christ—1931) An outstanding new smoky rose. Tall spike with large flowers of very heavy substance.
- ROSE STANDISH** (Kinyon—1935) Beautiful clear shade of light rose pink. Five or six wide open ruffled blooms of good size, well placed on a straight slender spike of eighteen or more blooms. Has been exhibited twice, previous to this summer, and won both times.
- ROYAL OMAR** (Christ—1933) A delightful salmon rose with a lighter throat. The florets are beautifully shaped, ruffled and well placed. The spike is tall and straight and carries many buds and open flowers.
- SALBACH'S ORCHID** (Salbach—1930) A fine lavender pink. It is similar in form to Minuet, but pinker, and retains its color under artificial light.
- SALBACH'S PINK** (Salbach—1929) A large, wide open, glowing geranium pink, with soft carmine tongue and throat markings. The tall, straight spike carries many buds and open flowers.
- SCHUBERT** (Pfitzer—1930) A very lovely creamy yellow with vivid scarlet blotches.
- SENORITA** (Salbach—1928) A large, warm orange with carmine feather. The plants are sturdy and of medium height, and the substance is excellent.
- SHIRLEY TEMPLE** (Pruitt) An immense new heavily ruffled cream with deeper throat color. This variety was the wonder of the West coast last season and again this summer. A sturdy grower making spikes five and six feet tall with six immense flowers open at once. It is a good propagator of bulblets and the bulblets germinate well. Shirley Temple is truly a sensational variety.

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**SMILING MAESTRO** (Christ—1932) One of the foremost of the almost new introductions. The color is a rich orange salmon of unusual beauty. The spike is straight and tall, and it carries many open flowers. This is a seedling of W. H. Phipps which is a credit to its parent.

**SONATINE** (Pfitzer—1932) Color Atlas-rose with small cherry-red blotches. The florets are exceptionally large, having very broad petals. It often grows to the height of 6 or 7 feet. The originator predicts a wonderful future for it as a cut flower.

**SOUTHERN CROSS** (Whitely, Australia) Deep red self. The spike is tall with good placement, and is considered by some Aust., N. Z., growers to be one of the best cut flower varieties yet produced, especially in a hot climate, because it will not burn easily.

**SPANISH CAVALIER** (Ellis) A large bright red with cream throat.

**ST. LAWRENCE** (Christ—1934) A magnificent brilliant scarlet with a rose red blotch. The florets are huge, well placed, and of unusually heavy substance.

**SUPERWHITE** (Ellis) A large pure white. Good spike.

**SWEETHEART** (Prestgard) Lovely decorative white with pink edges.

**SWORD OF MAHOMET** (Ellis—1926) A tall, smokey, brownish rose. It produces a fine spike and flower head.

**TAIAROA** (Miller, New Zealand—1932) A large salmon pink, flaked with slate with rose blotch in throat. This variety has been very fine in our garden. It stands at the very top of the list of the New Zealand varieties we have imported the past few years. Taiaroa is much lighter in shade than Mother Machree and has a softness and richness of color most outstanding. It has long flower head with eight to ten large well placed flowers open at once. Don't fail to try this one. Personally I prefer Taiaroa to Miss New Zealand.

**TAKINA** (Burns, New Zealand—1933) The report comes from "down under" that it is the largest gladiolus grown. Massive spikes seven to nine open florets, eight inches across. Color, Ridgeway's rosaline purple, lightly flaked a darker shade. We have never bloomed it from large bulbs, but we do know that it received the Award of Merit in the Mammoth Class at the Ballaret Test Garden.

**THE BOUNTY** (Nitchman) A new dark red which seems to have merit.

**THE MOOR** (Crow) A splendid deep rose red bloom opening eight large well ruffled flowers. Spikes are a little short at times but really I regard The Moor as an outstanding and beautiful variety. One of the best in its color class.

**TIP TOP** (Pfitzer—1931) The finest of Pfitzer's 1931 introductions. This variety usually produces six inch flowers, even from medium size bulbs. The color is a brilliant scarlet with a darker feather in the throat. The spike is tall and fine. This is truly a magnificent variety.

**TOA** (Miller—1933) I would call this variety a large improved Pfitzer's Triumph. It has much better and heavier substance than Pfitzer's Triumph and better healthier foliage. The placement is unusually good. The color is very similar to P. T. being a rosy salmon with darker blotch. It is strong grower, a good producer of bulblets that germinate well. I consider it as an outstanding exhibition and commercial variety.

**TOBERSUN** (Austin—1929) A large rich yellow. The tall straight spike carries many well placed flowers.

**TRAUMERI** (Pfitzer) A very large new light lavender. This variety belongs in the giant class with immense spike and flower head. Opens six or seven large blooms. Good producer and germinator.

**TREVONIAN** (Hornberger) A large fine variety that wins much favor with garden visitors. A very large heavy plant producing immense spikes of large white flowers splashed rosy red on edges of petals. Trevonian will open eight to ten of these large florets under favorable conditions and one spike is a magnificent bouquet. Should be in every garden. You will like it.

**TRUE BLUE** (Christ—1933) A medium blue by the originator of Blue Admiral and Smiling Maestro. The color is nearer real blue than many so called blues. The florets are not unusually large.

**TUNIA'S BLUE** (Both) See page 6 for description.

**TUNIA'S TRIUMPH** (Both) See page 5 for description.

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- VEILCHENBLAU** (Pfitzer—1922) One of the finest and most popular of the standard blues.
- VIENNA WOODS** (Christ—1933) A large violet blue similar to Blue Admiral.
- VIRGINIA** A flaming red, old but still a wonderful color. Spikes are rather short when grown out of doors.
- VIRGINIA SKELLY** (Kunderd-Skelly) A tall, dainty, graceful and well ruffled decorative and commercial variety. Pink and cream of color, delicate yet rich. A pastel variety of merit. Prolific and a good commercial.
- WARATAH** (Errey—1930) A brilliant orange scarlet, the center is crimson touched with cream. An outstanding exhibition red. Length of spike, number open, placement, and size of floret were all good.
- WASAGA** (Palmer—1932) A glowing iridescent buff, distinctly beautiful. The color is beautifully clear, the spike good, and the florets are nicely ruffled.
- W. H. PHIPPS** (Diener—1921) The exhibition king. The enormous spikes and flowers of La France pink have been the sensation of flower shows for years.
- WHERO** (Burns—1933) A very brilliant scarlet-red with darker flecks at the outer edges of the petals. The blooms are large and of good substance. 8 to 10 open at one time. An outstanding exhibition variety.
- WHITE ORCHID** (Purple) A splendid small decorative white. Very early.
- WHITE TRIUMPHATOR** (Holland) A large fine white from Holland. This new variety won much favor at the Haarlem Show. Also Trial Garden awards.
- WINGED VICTORY** (Briggs—1928) A very large clear pink. The flowers shade to white in the throat.
- WINGS OF JOY** (Christ—1933) A massive Phipps type glad. The color is an unusual blend of flesh and light salmon. Many massive florets open at once.
- WINGS OF SONG** (Ellis) A very large shrimp pink, shaded lighter in throat, which is a rival of Picardy. Being a Picardy seedling it has a just right to such rivalry. Giant spike and flower of a beautiful pink. A sturdy grower and a splendid producer of bulblets which grow. We like it and think it will go places.
- WURTEMBERGIA** (Pfitzer—1929) A brilliant scarlet with cream blotch. Although the contrast in colors is not as marked in this variety as it is in Victor, Wurtembergia has much better growing habits.
- YELLOW EMPEROR** (Ellis—1931) A beautiful rich soft yellow with an extremely good flower head. Florets of good size and well placed. We regard it as very much worthwhile.

New London, Conn., March 29, 1937.

"Dear Sir:

Thanks for the fine bulbs and the extras.

W. M. C.

P. S.—Hope you'll remember to send me your fall catalog."

Linwood, Mich., March 19, 1937.

"Dear Sir:

Received my shipment of bulbs today and I am well pleased with the way you handled my order. Thanking you for the extras, I remain

Yours truly,

Mrs. C. C. R."

Browerville, Minn.

"Received the bulbs in fine shape, and thanks for the quantity. Will try and interest some more glad raisers.

Yours truly,

R. R."

"Dear Mr. Heberling:

Your shipment of Gladiolus Bulbs of Mar. 20th received today. They came in A-1 condition and we thank you for extra count and the gratis bulbs.

Yours very truly,

W. G. G."

**"The Cream of the Stock Goes to the Early Buyers"**

OUR GUARANTEE

We guarantee all bulbs and bulblets purchased from us to be true to name, full sized, and free of disease and insects, including Gladiolus Thrips. We will replace stock or refund the purchase price of all bulbs and bulblets purchased from us that are not satisfactory, providing that we are notified of the deficiency within eighteen months of the date of purchase. We do not, however, guarantee bulblets to grow.

TERMS

The terms and discounts immediately following apply only to the first section of prices in this price list. They do not apply to the wholesale quotations or to the special offers.

All shipments will be prepaid. Please include both parcel post and express addresses. We will ship the cheaper way.

Each order must be accompanied by remittance in full, or a 20% deposit, the balance to be C. O. D.

No order for less than \$1.00 will be accepted. No single item less than 10 cents.

DISCOUNTS ON "PREPARED PRICES"

(For cash in full with order)

On orders of \$ 2 to \$ 5 we will include 10% in additional bulbs of your selection.

On orders of \$15 to \$25 we will include 15% in additional bulbs of your selection.

On orders of \$25 to \$50 we will include 20% in additional bulbs of your selection.

On orders of \$50 and up we will include 25% in additional bulbs of your selection.

SIZES

Our bulbs are all carefully mechanically graded for size. They are listed in six sizes and bulblets. The bulb sizes are as follows: No. 1 (over 1½ inch), No. 2 (1¼-1½), No. 3 (1-1¼), No. 4 (¾-1), No. 5 (½-¾), and No. 6 (¼-½).

**LARGE** size bulbs are one and one quarter inches in diameter or more. This size makes the largest spikes and flowers. Sizes one or two.

**MEDIUM** size bulbs are from one inch to an inch and one quarter in diameter. They should make excellent spikes and flowers often as large as made by the larger bulbs. Sizes three and four.

**SMALL** bulbs are about one half inch in diameter and often bloom but do not make as large a spike as the larger sized bulbs. Under favorable conditions they generally bloom. They often however make a better increase than the larger bulbs. Sizes five or six.

SMALL QUANTITIES

Three, five or more bulbs may be purchased at the rate of ten bulbs if desired.

COUNT AND EXTRAS

You will find our count liberal and we feel sure you will be more than pleased with the EXTRAS included in your order. May we suggest a trial order.

"ONCE A CUSTOMER OF J. H. ALWAYS A CUSTOMER."

PREPAID PRICES

Variety	Per	Large	Medium	Small	Per	Bulblets
ABABA (Ellis)	1	\$ .75	\$ .50	\$ .25	5	\$ .25
	10	6.00	4.00	2.00	25	1.00
ABE (Ellis)	1	2.00	1.50	1.00	3	.50
	10	16.00	12.00	8.00	12	1.60
AFLAME (Hornberger)	2	.12	3-.10		60	.10
	10	.50	.25	.15	500	.60
AIDA (Pfitzer)	2	.12	3-.10		40	.10
	10	.50	.25	.15	500	.75
ALBATROS (Pfitzer)	2	.12	3-.10	4-.10	35	.10
	10	.50	.30	.20	500	.90
ALIGHT (Hornberger)	1	.40	.25	.15	10	.25
	10	3.20	2.00	1.20	100	2.00

"The Cream of the Stock Goes to the Early Buyers"

Variety	Per	Large	Medium	Small	Per	Bulblets
ALLEMANIA (Pfitzer)	1 10	.50 4.00	.35 2.80	.25 2.00	2 10	.10 .35
AMADOR (Kingsley)	2 10	.14 .60	.10 .40		20 100	.10 .40
AMAZON (Gilrey)	1 10	.20 1.60	.12 1.00		10 100	.10 .80
APRICOT GLOW (Palmer)	2 10	.12 .50	3-.10 .25	.15	100 1000	.10 .90
AVE MARIA (Pfitzer)	2 10	.12 .50	3-.10 .25	.15	60 500	.10 .50
BAGDAD (Palmer)	2 10	.12 .50	3-.10 .25	.15	60 1000	.10 .80
BEAUTIFUL OHIO (Hullibarger)	1 10	2.00 16.00	1.20 9.60	.80 6.40	1 10	.20 1.60
BELLA DONNA (Pfitzer)	1 10	.15 1.20	.10 .80	2-.10 .50	10 100	.10 .60
BEOWOLF (Nitchman)	1 10	4.00 32.00	2.75 22.00	1.60 12.80	1 10	.20 1.50
BERTY SNOW (Mair)	2 10	.12 .50	3-.10 .25	.15	60 500	.10 .50
BETSY BOB-UP	1 10	.10 .80	2-.15 .60		10 100	.10 .70
BETTY NUTHALL (Salbach)	2 10	.12 .50	3-.10 .25	.15	60 1000	.10 .80
BILL SOWDEN (Fallu)	2 10	.12 .50	3-.10 .30		50 500	.10 .60
BLEEDING HEART (Brown)	2 10	.12 .50	3-.10 .30	.20	40 500	.10 .80
BLUE ADMIRAL (Christ)	1 10	.15 1.20	.10 .80		10	.15
BLUE DANUBE (Pfitzer)	2 10	.12 .50	3-.10 .30	.15	50 500	.10 .60
BLUE PEACOCK (Salbach)	1 10	.15 1.20	.10 .80	.60	12 100	.15 .70
BLUE ROYALE (Vaughan)	1 10	.15 1.20	.10 .80		10	.15
BLUE TRIUMPHATOR (Pfitzer)	2 10	.14 .60	.10 .40		15 100	.10 .30
BLUE WONDER (Both)	1	4.00	2.80	2.40	1	.40
BONNIE BLUE (Christ)	1	4.00	2.80	2.00	1	.40
BREAK O'DAY (Bill)	2 10	.12 .50	3-.10 .25	.15	60 1000	.10 .80
CADILLAC (Vaughan)	1 10	.12 1.00	2-.15 .60		20	.10
CANBERRA (Errey)	2 10	.12 .50	3-.10 .30	.20	50 500	.10 .75
CANYON VIOLET (Vaughan)	1	.60	.40		10	.60
CARA MIA (Miller)	2 10	.12 .50	3-.10 .25	.15	60 1000	.10 .60
CHARLES DICKENS (Pfitzer)	2 10	.12 .50	3-.10 .25	.15	50 500	.10 .50
CHRISTABEL (Mitsch)	1 10	.10 .80	2-.12 .50	.30	20 100	.10 .30
COMMANDER KOEHL (Pfitzer)	2 10	.14 .60	3-.10 .30	.20	30 500	.10 .60
COPPERFIELD (Australia)	1	1.25	.80	.60	1	.15

**"The Cream of the Stock Goes to the Early Buyers"**



Variety	Per	Large	Medium	Small	Per	Bulblets
CORONATION (Palmer)	2	.14	3-.10		30	.10
	10	.60	.30	.20	250	.50
D. A. HAY (Whitely)	1	.25	.15	.10	10	.20
	10	2.00	1.20	.80		
DANNY BOY (Julyan)	1	.15	.12	.10	10	.10
	10	1.20	.90	.60	100	.80
DEARBORN (Vaughan)	1	.12	.10		10	.15
	10	1.00	.70	.50		
DEBONAIR (Palmer)	2	.14	3-.10		40	.10
	10	.50	.30	.18	500	.60
DECEMBER SNOW (Nitchman)	1	2.00	1.50	1.00	1	.20
Do X (Pfitzer)	1	.30	.20	.15	3	.10
DR. A. C. McKILLOP (Mair, New Zealand)	1	.40	.25	.15	2	.10
	10	3.20	2.00	1.20	10	.40
DR. DURR (Pfitzer)	2	.14	3-.10		15	.10
	10	.60	.30	.20		
DR. F. E. BENNETT (Diener)	2	.12	3-.10		40	.10
	10	.50	.30	.20	500	.60
DR. MOODY (Kinyon)	2	.12	3-.10		50	.10
	10	.50	.30		500	.60
DR. NELSON SHOOK (Kunderd)	2	.12	3-.10		50	.10
	10	.50	.30		500	.60
DUNA (Palmer)	2	.12	3-.10		50	.10
	10	.50	.30	.20	500	.60
EARLY DAWN (Briggs)	2	.12	3-.10		50	.10
	10	.50	.25	.15	500	.50
EARLY PEACH (Pruitt)	1	.25			12	.25
	10	2.00				
EDITH MASON (Vaughan)	2	.12	3-.10		50	.10
	10	.50	.30		500	.60
E. I. FARRINGTON (Rowe)	2	.12	3-.10		60	.10
	10	.50	.25	.15	500	.50
EMILE AUBURN (Lemoine)	2	.12	3-.10		50	.10
	10	.50	.30	.20	500	.60
ERICA MORINA (Pfitzer)	1	.15	.10		10	.15
	10	1.20	.80			
ESME DESAILLY (Errey)	2	.14	3-.10		20	.10
	10	.60	.30		100	.35
EUIDES (Errey)	1	.80	.60	.35	2	.20
	10	6.40	4.80	2.80	10	.80
EXCELLENCE (Kunderd)	2	.12	3-.10		40	.10
	10	.50	.30		500	.75
FLAMING METEOR (Mitsch)	1	.10	2-.10		20	.10
	10	.80	.55	.30	100	.35
FLAMINGO (Christ)	1	3.00	2.00	1.50	1	.30
FRANK J. McCOY (Briggs)	2	.16	3-.15	3-.10	20	.10
	10	.64	.44	.30	500	.75
GABRIEL (Errey)	1	.20	2-.15	2-.10	10	.10
	10	1.60	1.00	.60	100	.80
GAY HUSSAR (Salbach)	2	.12	3-.10		60	.10
	10	.50	.25		500	.50
GEM OF SPARTA (Ellis)	1	2.00	1.25	.50	2	.25
GERTRUDE SWENSON (Swenson)	1	.25	.15		10	.15
GIANT NYMPH (Coleman)	2	.12	3-.15		75	.10
	10	.50	.25	.15	500	.40

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Variety	Per	Large	Medium	Small	Per	Bulblets
GOLD EAGLE (Austin)	2	.12	3-.10		75	.10
	10	.50	.25	.15	500	.40
GOLDEN AMBER (Salbach)	2	.12	3-.10		50	.10
	10	.50	.30	.20	400	.50
GOLDEN CHIMES (Ellis)	2	.16	.10		20	.10
	10	.60	.40		100	.50
GOLDEN CUP (Palmer)	2	.12	3-.10		50	.10
	10	.50	.30	.15	500	.50
GOLDEN DREAM (Groff)	2	.12	3-.10		75	.10
	10	.50	.25	.15	500	.40
GOLDEN FLAME (Kingsley)	1	.15	.10	2-.15	20	.10
	10	1.20	.80	.60	100	.40
GOLDEN FRILLS (Kunderd)	2	.12	3-.10		50	.10
	10	.50	.25	.15	500	.50
GOLDEN GODDESS (Salbach)	1	.35				
	3	1.00				
	10	3.00				
	25	6.50				
GOLDEN LANCER (Heberling)	1	.60	.45	.30	10	.50
	10	4.80	3.60	2.40	100	4.00
GOLDSTAUB (Pfitzer)	1	.70	.50	.30	3	.25
	10	5.60	4.00	2.40	10	.80
GRAND SLAM (Salbach)	2	.15	.10		20	.10
	10	.60	.40	.25	100	.40
GYPSY LASS (Herborn-Salbach)	1	3.00				
HEATHFIELD (Errey)	1	.10	2-.15		10	.10
	10	.80	.60	.40	100	.60
HEILIGTUM (Pfitzer)	1	1.25	.75	.50	1	.15
	10	10.00	6.00	4.00	10	1.20
HINEMOA (Doney)	2	.15	.10		15	.10
	10	.60	.40	.30	100	.50
HYACINTH (Gilrey)	1	.10	2-.15		10	.10
	10	.80	.60	.40	100	.80
IRENE (Mair)	2	.15	.10		15	.10
	10	.60	.40		100	.40
ISOLA BELLA (Pfitzer)	1	1.25	.75	.50	1	.15
JANE ADDAMS (Prestgard)	2	.15			15	.10
	10	.60				
JOERG'S WHITE (Joerg)	2	.12	3-.10		50	.10
	10	.50	.30		400	.50
JOH S. BACH (Pfitzer)	1	.20	.15	.10	3	.10
	10	1.60	1.20		10	.30
JOYFULL (Crow)	1	.10	2-.15	2-.10	30	.10
	10	.70	.50	.30	500	1.50
JUBILEE (Kemp)	2	.12	3-.10	4-.10	30	.10
	10	.50	.30	.20	500	1.50
JUNE ROSE (McClure)	1	.10	2-.15		20	.10
	10	.80	.60	.40	100	.40
KASSEL (Pfitzer)	1	.15	.10		25	.10
	10	1.20	.80	.60	100	.25
LADY EATON (Palmer)	1	.40	.30	.20	10	.20
LA PALOMA (Palmer)	2	.12	3-.10		60	.10
	10	.50	.25	.15	500	.40
LIBELLE (Pfitzer)	2	.12	3-.10		25	.10
	10	.50	.30	.20	500	.75
LIGHTS OF GOLD (Hornberger)	1	.15	.10		25	.10
	10	1.20	.80	.50	250	.60

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Variety	Per	Large	Medium	Small	Per	Bulblets
LITTLEJOHN (Stevens)	2 10	.15 .60	3-.10 .40		25	.10
LONDONDERRY (Christ)	1 10	.30 2.70	.20 1.80	.10 .90	10 100	.40 3.00
LOTUS (Prestgard)	2 10	.15 .60	.10 .40		25 500	.10 1.00
LOUIS D'OR (Pfitzer)	1 10	.30 2.40	.20 1.60	.10	5 100	.20 3.00
LOYALTY (Austin)	2 10	.12 .50	3-.10 .30		30 500	.10 .50
LUCIFER (Errey)	2 10	.15 .60	.10 .40		30 500	.10 .80
MAC (Both)	1 10	.50 4.00	.40 3.20	.30 2.40	10	.40
MADAME NORENA (Prestgard)	2 10	.15 .60	.10 .40		15	.10
MAID OF ORLEANS (Pfitzer)	2 10	.14 .60	3-.10 .30		25 500	.10 .90
MAJOR BOWES (Stewart)	1 10	1.00 8.00	.60 4.80	.40 3.20	1 10	.10 .80
MAMMOTH WHITE (Pfitzer)	2 10	.12 .50	3-.10 .30		40 500	.10 .80
MANU (Burns)	1	3.50	2.50		1	.35
MARCHEN (Pfitzer)	1 10	.40 3.20	.30 2.40	.20 1.60	10	.35
MARGARET PETER (Errey)	2 10	.15 .60	.10 .40		30 100	.10 .25
MARMORA (Errey)	2 10	.12 .50	3-.10 .25		60 500	.10 .50
MARNIA (Kemp)	2 10	.12 .50	3-.10 .25		50 500	.10 .40
MAROCCO (Pfitzer)	2 10	.12 .50	3-.10 .25		60 500	.10 .40
MARY ANSTEEN (Young)	1 10	.40 3.00	.35 2.50	.25 1.60	1 10	.10 .60
MATADOR (Christ)	1	1.50	1.00	.75	1	.15
MAUNGA (Burns)	1	.40	.30		2 10	.10 .40
MAX REGER (Pfitzer)	1 10	.25 2.00	.15 1.20	.10 .80	5 15	.10 .25
MAYFLOWER (Pfitzer)	1 10	.50 4.00	.35 2.80	.25 2.00	3 10	.20 .60
MILDRED LOUISE (Wentworth)	2 10	.12 .50	3-.10 .30		25 250	.10 .60
MILFORD (Rides)	1 10	.30 2.40	.20 1.60	.15 1.20	10 100	.20 1.60
MILKMAID (Gilrey)	2 10	.12 .50	3-.10 .30		50 400	.10 .60
MILLIE PARKS (N. Zealand)	1 10	1.60 12.80	.80 6.40	.40	1 10	.20 1.60
MINUET (Coleman)	2 10	.12 .50	3-.10 .30		40 500	.10 .80
MISS GREELEY (Briggs)	2 10	.12 .50	3-.10 .30		40 500	.10 .80
MISS JOY (Blake)	2 10	.12 .50	3-.10 .25		60 500	.10 .50

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Variety	Per	Large	Medium	Small	Per	Bulblets
MISS MARION (Fischer)	1	1.25	.75	.50	1	.20
MISS NEW ZEALAND (Julyan)	1	.40	.30	.20	2	.10
	10	3.20	2.40	1.80	10	.50
MOTHER MACHREE (Stevens)	2	.12	3-.10		40	.10
	10	.50	.25	.15	500	.50
MRS. CALVIN COOLIDGE (Kunderd)	2	.12	3-.10		40	.10
	10	.50	.30			
MRS. E. J. HEATON (Heaton)	1	.10	2-.12		10	.10
	10	.80	.50	.25	100	.75
MRS. E. J. TOON (Toon)	1	3.00	2.00		1	.30
MRS. LEON DOUGLAS (Diener)	2	.12	3-.10		50	.10
	10	.50	.25		500	.50
MRS. P. W. SISSON (Coleman)	2	.12	3-.10		60	.10
	10	.50	.25	.15	500	.40
MRS. RAY P. CHASE (Miller)	2	.12	3-.10		40	.10
	10	.50	.25	.15	500	.50
MRS. S. A. ERREY (Errey)	2	.12	3-.10		40	.10
	10	.50	.30	.20	500	.50
NETHERLAND PRINCE (Stevens)	2	.15	.10		25	.10
	10	.60	.40	.25		
NEW ERA (Ellis)	1	3.50	2.50	1.50	2	.50
NINTH SYMPHONY (Pfitzer)	1	.40	.30	.20	5	.25
OLIVE MARIE BROWN	1	.25	.20		4	.10
	10	2.00			10	.20
ORANGE BUTTERFLY (Salbach)	2	.12	3-.10		30	.10
	10	.50	.30	.20	500	.50
ORANGE KING (Steves)	1	.15	.10		15	.15
	10	1.20	.80	.50	100	.50
ORANGE PRINCESS (DeGroot)	2	.15	.10		20	.10
	10	.60	.40	.25	500	.75
ORANGE QUEEN (Pfitzer)	2	.12	3-.10		50	.10
	10	.50	.25		500	.40
ORANGE SOVEREIGN (Steves)	1	.15	.10	2-.12	10	.10
	10	1.20	.80	.50	100	.80
ORANGE WONDER (Kemp)	2	.12	3-.10		50	.10
	10	.50	.30			
OUR SELECTION (Ball)	2	.12	3-.10		50	.10
	10	.50	.25	.15	500	.40
PAUL PFITZER (Pfitzer)	2	.12	3-.10		25	.10
	10	.50	.30	.20	250	.50
PELEGRINA (Pfitzer)	2	.12	3-.10		30	.10
	10	.50	.30	.20	500	.80
PENSACOLA (Christ)	1	.35	.25	.15	2	.10
PFITZER'S TRIUMPH (Pfitzer)	2	.12	3-.10		30	.10
	10	.50	.30		500	.50
PHYLLIS McQUISTON (Stewart)	1	.15	.10	2-.12	10	.15
	10	1.20	.80	.50	100	1.00
PICARDY (Palmer)	2	.12	3-.10		100	.10
	10	.50	.25	.15	500	.30
PINK SELECTION (Australia)	1	1.00			1	.10
PIRATE (Palmer)	2	.12	3-.10		25	.10
	10	.50	.30		250	.60
POLAR ICE (Pfitzer)	2	.14	.10		25	.10
	10	.60	.40	.25	250	.60
PRAIRIE GOLD (Corrington)	1	.65	.40	.25	1	.10
	10	5.20	3.20	2.00	10	.70

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Variety	Per	Large	Medium	Small	Per	Bulblets
PREDOMINATOR (Kunderd)	2	.12	3-.10		30	.10
	10	.50	.30		500	.75
PRIDE OF PORTLAND (Ellis)	2	.15	.10		20	.10
	10	.60	.40	.30	500	1.00
PRIMROSE PRINCESS (Salbach)	2	.12	3-.10		50	.10
	10	.50	.25		500	.40
PURE GOLD (Dehnhoff)	1	.50	.25	.15	5	.15
	10	4.00	2.00	1.20	100	2.00
PURITY (Christ)	1	1.50	1.00	.60	1	.15
	10	12.00	8.00	4.80	10	1.20
PURPLE VICTORY (Gilrey)	2	.15	.10		20	.10
	10	.60	.40		250	.50
QUEEN HELEN II (Salbach)	2	.12	3-.10		25	.10
	10	.50	.30		250	.50
RAMSEY McDONALD (Pfitzer)	1	.40	.30	.20	3	.10
	10	3.20	2.40	1.60	10	.30
RAPTURE (Palmer)	2	.12	3-.10		40	.10
	10	.50	.30	.15	500	.60
RAQUEL (Nitchman)	1	1.50	1.00	.60	1	.20
	10	12.00	8.00	4.80	10	1.60
RAYSHEAN (Aus.)	1	.40	.30	.20	10	.40
RECOVERY (Blake)	1	.10	3-.12		10	.10
	10	.80	.50	.30	100	.60
RED LORY (Errey)	2	.15	.10		30	.10
	10	.60	.40	.25	250	.50
RED PHIPPS (Briggs)	2	.12	3-.10		30	.10
	10	.50	.30	.20	500	.80
REVERIE (Palmer)	1	.10	2-.15		15	.10
	10	.80	.60		100	.50
REWI FALLU (Fallu)	1	3.00	2.50		1	.25
ROBERT BURNS (Christ)	1	6.00	3.00		1	.50
ROBERT THE FIRST (Wilkus)	1	.25	.15	.10	10	.10
	10	2.00	1.20	.80	100	.60
ROSE LADY (Christ)	1	.20	.15	.10	10	.20
ROSE STANDISH (Kinyon)	1	.15	.10	2-.15	15	.15
ROYAL OMAR (Christ)	1	.40	.30	.25	6	.20
SALBACH'S ORCHID (Salbach)	2	.12	3-.10		30	.10
	10	.50	.30	.20	400	.50
SALBACH'S PINK (Salbach)	2	.12	3-.10		40	.10
	10	.50	.30		400	.50
SCHUBERT (Pfitzer)	1	.10	2-.15		10	.10
	10	.80	.60	.40	100	.60
SENIORITA (Salbach)	2	.12	3-.10		40	.10
	10	.50	.30	.20	400	.50
SHIRLEY TEMPLE (Pruitt)	1	3.75	2.50	1.50	1	.50
SMILING MAESTRO (Christ)	1	.20	.12	.10	10	.10
	10	1.60	1.00	.80	100	.80
SONATINE (Pfitzer)	1	.10	2-.12		18	.10
	10	.80	.50	.30	100	.40
SOUTHERN CROSS (Whitely)	2	.15	3-.10		25	.10
	10	.60	.30	.20	500	.90
SPANISH CAVALIER (Ellis)	1	1.25	.65		3	.15
ST. LAWRENCE (Christ)	1	.50	.35	.25	3	.15
SUPERWHITE (Ellis)	1	.50	.35		3	.10
SWEETHEART (Prestgard)	2	.12	3-.10		40	.10
	10	.50	.30	.20	500	.90

**"The Cream of the Stock Goes to the Early Buyers"**

Variety	Per	Large	Medium	Small	Per	Bulblets
SWORD OF MAHOMET (Ellis)	2 10	.12 .50	3-.10 .30		50 300	.10 .50
TAIAROA (Miller, N. Z.)	1 10	.12 1.00	2-.12 .50	.30	20 250	.10 .60
TAKINA (Burns)	1	.50	.40	.30	2	.10
THE BOUNTY (Nitchman)	1 10	2.50 20.00	1.50 12.00	.75 6.00	1 10	.30 2.40
THE MOOR (Crow)	1 10	.15 1.20	.10 .80	.50	15 100	.15 .60
TIP TOP (Pfitzer)	1 10	.20 1.60	.15 1.20	.10 .80	10 100	.15 1.00
TOA (Miller, N. Z.)	1 10	.25 2.00	.15 1.20	.10 .80	4 25	.10 .40
TOBERSUN (Austin)	2 10	.12 .50	3-.10 .30		30	.10
TRAUMERI (Pfitzer)	1	.35	.25	.20	3	.15
TREVONIAN (Hornberger)	1 10	.10 .80	3-.15 .40	.30	20 250	.10 .50
TRUE BLUE (Christ)	1 10	.40 3.20	.30 2.40	.20 1.60	3 25	.10 .50
TUNIA'S BLUE (Both)	1	3.20	2.80	2.00	1	.40
TUNIA'S TRIUMPH (Both)	1	8.00	6.00	4.00	1	.90
VEILCHENBLAU (Pfitzer)	2 10	.12 .50	3-.10 .30		25 300	.10 .50
VIENNA WOODS (Christ)	1	.60	.40	.30	3	.20
VIRGINIA	2 10	.12 .50	3-.10 .25	.15	50 500	.10 .50
VIRGINIA SKELLY (Kunderd-Skelly)	1 10	.10 .80	2-.10 .40	.25	10	.10
WARATAH (Errey)	1 10	.15 1.20	.10 .80	.50	10 100	.10 .50
WASAGA (Palmer)	2 10	.12 .50	3-.10 .25	.15	50 500	.10 .60
W. H. PHIPPS (Diener)	2 10	.12 .50	3-.10 .25	.15	40 500	.10 .50
WHERO (Burns, N. Z.)	1 10	.35 2.80	.25 2.00		3 10	.10 .30
WHITE ORCHID (Purple)	2 10	.15 .60	.10 .40		20 100	.10 .40
WHITE TRIUMPHATOR (Salmon)	1	.75	.50		2	.15
WINGED VICTORY (Briggs)	2 10	.15 .60	.10 .40	.20	30 250	.10 .40
WINGS OF JOY (Christ)	1 10	.15 1.20	.10 .80	.50	10 100	.10 .50
WINGS OF SONG (Ellis)	1	4.50	3.00	2.00	2	.65
WURTEMBERGIA (Pfitzer)	2 10	.14 .60	3-.10 .30	.18	25 250	.10 .40
YELLOW EMPEROR (Ellis)	1 10	.10 .80	2-.15 .50	.30	15 100	.10 .60

“Dear Mr. Heberling:

Order received by express today. Came in good condition. I am pleased with the order all around. Thanks for the fine extras. May need more bulbs this spring. If so, will remember you with another order.

Dr. J. J. J., Ft. Atkinson, Iowa.”

***"The Cream of the Stock Goes to the Early Buyers"***

SPECIAL OFFERS

(Prepaid)

RARE BULBS AND BULBLETS

In order to have our customers acquainted with some of the best of the newer varieties, we are making this Special Offer:

Select items from the list below to the value of

\$ 7.00 and send us \$ 5.00 as payment in full, or  
\$15.00 and send us \$10.00 as payment in full, or  
\$37.50 and send us \$25.00 as payment in full.

Your selection must be limited to only one item of each size to a variety. These orders will be sent Prepaid. As much of this stock is in very small supply we offer subject to prior sale and suggest early orders because this offer will not be repeated. You may pay down 50 per cent and balance at shipping time C. O. D. if you wish.

Variety	Per	Large	Medium	Small	Per	Bulblets
ABABA	Each	\$ .75	\$ .50	\$ .25	12	\$ .50
ABE	Each	2.00	1.50	1.00	3	.50
ALIGHT	Three	1.00	.70	.30	50	1.00
BEOWULF	Each	4.00	2.75	1.60	3	.50
DANNY BOY	Five	.60	.45	.30	60	.50
DR. A. C. McKILLOP	Two	.80	.50	.30	12	.50
EUIDES	Each	.80	.60	.35	6	.50
GABRIEL	Five	.80	.50	.35	60	.50
GOLDSTAUB	Each	.70	.50	.30	10	.80
HEILIGTUM	Each	1.25	.75	.50	5	.60
KASSEL	Six	.60	.40	.30		
LIGHTS OF GOLD	Six	.60	.40	.25	250	.60
LOUIS D'OR	Three	.75	.50		30	1.00
LONDONDERRY	Two	.60	.40	.20	30	1.00
MAJOR BOWES	Each	1.00	.60	.40	5	.40
MAX REGER	Two	.50	.30	.20	30	.50
MRS. E. J. HEATON	Five	.40	.30		50	.40
ORANGE PRINCESS	Ten	.60	.40	.25	100	.25
ORANGE SOVEREIGN	Five	.60	.40	.25	50	.40
PRAIRIE GOLD	Each	.65	.40	.25	6	.35
PURITY	Each	1.50	1.00	.60	6	.60
RAMSEY McDONALD	Each	.40	.30	.20	10	.30
RAQUEL	Each	1.50	1.00	.60	5	.80
RECOVERY	Five	.40	.25		50	.30
SMILING MAESTRO	Five	.80	.50	.40	50	.40
SONATINE	Five	.40	.25		100	.40
TAIAROA	Five	.50	.25		125	.30
THE BOUNTY	Each	2.50	1.50	.75	3	.75
TREVONIAN	Five	.40	.20		250	.50
WHITE TRIUMPHATOR	Each	.75	.50		4	.30

**"The Cream of the Stock Goes to the Early Buyers"**

WHOLESALE PRICES

CHARGES COLLECT (F. O. B. Easton)

Twenty-five or more bulbs of same size and variety may be purchased at the 100 rate.

If sold out of size ordered, will send size smaller, adding more bulbs to make full value unless you instruct to the contrary. These prices are F. O. B. Easton. (You pay the carrying charge.)

Variety	Per	No. 1	No. 2	No. 3	No. 4	No. 5	No. 6	Per Bulblets
AFLAME	100	\$ 2.40	\$ 1.80	\$ 1.40				Qt. \$ 2.40
AIDA	100	2.40	1.80	1.40				Qt. 3.60
ALBATROS	100	3.00	2.60	2.20	1.80	1.40		Qt. 5.40
AMADOR	100	3.60	3.00	2.60	2.20			1000 3.00
APRICOT GLOW	100	1.80	1.20	1.00	.80			Qt. 2.00
AVE MARIA	100	2.00	1.60	1.20	1.00	.80		Qt. 2.40
BAGDAD	100	1.80	1.60	1.20	1.00	.80		Qt. 1.80
BERTY SNOW	100	2.00	1.60	1.20				Qt. 2.00
BETSY BOB-UP	100	6.00	5.00	4.00	3.00			1000 4.50
BETTY NUTHALL	100	2.00	1.60	1.20	1.00	.80		Qt. 2.00
BILL SOWDEN	100	2.80	2.40	1.80				Qt. 2.80
BLEEDING HEART	100	2.60	2.00	1.60	1.20			Qt. 2.60
BLUE DANUBE	100	3.00	2.40	2.00	1.60	1.20		Qt. 2.00
BLUE TRIUMPHATOR	100	3.00	2.40	2.00				Qt. 3.40
BREAK O'DAY	100	1.80	1.40	1.00	.80	.70		Qt. 1.80
CANBERRA	100	2.40	2.00	1.60	1.20	1.00		Qt. 2.40
CARA MIA	100	1.80	1.50	1.20	1.00	.80		Qt. 1.80
CHARLES DICKENS	100	2.00	1.60	1.20				Qt. 2.80
CHRISTABEL	100	6.00	5.00	4.00	3.00	2.60		Qt. 5.00
COMMANDER KOEHL	100	3.00	2.60	2.00	1.60	1.20		Qt. 3.60
CORONATION	100	3.00	2.40	2.00	1.40	1.20		Qt. 5.00
DANNY BOY	100	10.00	8.00	6.00	4.80	4.00		1000 6.00
DEBONAIR	100	2.40	2.00	1.60	1.20	1.00		Qt. 3.60
DR. DURR	100	2.60	2.20					
DR. F. E. BENNETT	100	2.00	1.60	1.20	1.00	.80		Qt. 2.40
DR. MOODY	100	2.00	1.60	1.20				Qt. 2.40
DR. NELSON SHOOK	100	2.00	1.60	1.20				Qt. 2.80
DUNA	100	2.20	1.80	1.40	1.00	.80		Qt. 3.00
EARLY DAWN	100	2.50	2.00	1.60	1.20	1.00		Qt. 3.00
EDITH MASON	100	3.00	2.40	2.00				Qt. 3.00
E. I. FARRINGTON	100	2.00	1.60					Qt. 2.40
EMILE AUBRUN	100	3.00	2.40	2.00				Qt. 2.60
EXCELLENCE	100	3.00	2.40	2.00				Qt. 2.60
FLAMING METEOR	100	8.00	6.40	5.00	4.00	3.00		1000 2.80
FRANK J. McCOY	100	5.00	4.00	3.00	2.60	2.00		Qt. 4.00
GIANT NYMPH	100	1.80	1.40	1.00	.80	.60		Qt. 1.40
GOLDEN AMBER	100	2.00	1.60	1.20	1.00	.80		Qt. 2.60
GOLD EAGLE	100	1.80	1.40	1.00	.80	.60		Qt. 1.40
GOLDEN CHIMES	100	5.00	4.00	3.00	2.40			1000 3.00
GOLDEN CUP	100	2.40	2.00	1.60	1.20	1.00		Qt. 3.00
GOLDEN DREAM	100	1.80	1.40	1.20				Qt. 1.60
GOLDEN FLAME	100	12.00	10.00	8.00	6.00	5.00		1000 8.00
GOLDEN FRILLS	100	2.00	1.60	1.20				Qt. 2.40

"The Cream of the Stock Goes to the Early Buyers"



Variety	Per	No. 1	No. 2	No. 3	No. 4	No. 5	No. 6	Per	Bulblets
GOLDEN LANCER	100	50.00	40.00	32.00	25.00	20.00	16.00	1000	32.00
GRAND SLAM	100	4.00	3.00	2.00	1.60			Qt.	5.00
HINEMOA	100	5.00	4.00	3.20				1000	3.00
IRENE	100	4.00	3.20	2.60				Qt.	5.00
JOERG'S WHITE	100	2.20	1.80	1.40	1.20	1.00		Qt.	3.00
JOYFULL	100	5.00	4.00	3.00	2.00	1.40		Qt.	6.00
JUBILEE	100	3.00	2.40	2.00	1.80			Qt.	5.00
JUNE ROSE	100	6.00	5.00	4.00	3.00			Qt.	5.00
KASSEL	100	12.00	10.00	8.00				1000	2.50
LA PALOMA	100	2.40	2.00	1.60	1.20	1.00		Qt.	2.40
LIBELLE	100	3.00	2.40	2.00				Qt.	4.00
LIGHTS OF GOLD	100	5.00	4.00	3.20	2.60	2.00		Qt.	5.00
LOTUS	100	3.00	2.40	2.00	1.60	1.20		Qt.	3.00
LOYALTY	100	2.40	2.00	1.60				Qt.	2.40
LUCIFER	100	4.00	3.20	2.60	2.00	1.60		Qt.	3.40
MADAME NORENA	100	2.60	2.00	1.60				Qt.	3.40
MAID OF ORLEANS	100	3.00	2.50	2.00	1.60	1.20		Qt.	4.80
MAMMOTH WHITE	100	2.80	2.40	1.80				Qt.	3.80
MARMORA	100	2.20	1.80	1.40	1.00	.80		Qt.	2.00
MARNIA	100	2.00	1.60					Qt.	2.00
MARGARET PETER	100	3.60	3.00	2.40	2.00	1.60		Qt.	3.60
MAROCCO	100	2.20	1.80	1.40	1.20	1.00		Qt.	2.00
MAX REGER	100	16.00	12.00	10.00	8.00	6.00		1000	8.00
MILDRED LOUISE	100	4.00	3.00	2.80	2.40	2.00		Qt.	8.00
MILFORD	100	16.00	14.00	12.00	10.00	8.00			
MILKMAID	100	3.00	2.40	2.00	1.60	1.20		Qt.	3.60
MINUET	100	2.40	2.00	1.40	1.20	1.00		Qt.	5.00
MISS GREELEY	100	3.00	2.40	2.00	1.40	1.00		Qt.	4.00
MISS JOY	100	1.80	1.40	1.00	.80	.60		Qt.	1.60
MOTHER MACHREE	100	2.40	2.00	1.40	1.20	1.00			
MRS. CALVIN COOLIDGE	100	2.00	1.60					Qt.	2.40
MRS. E. J. HEATON	100	6.00	5.00	4.00	3.00	2.40		Qt.	18.00
MRS. LEON DOUGLAS	100	2.20	1.80	1.40	1.20			Qt.	2.40
MRS. P. W. SISSON	100	2.00	1.60	1.20	1.00	.80		Qt.	2.40
MRS. RAY P. CHASE	100	3.40	3.00	2.40	2.00	1.60		Qt.	3.00
MRS. S. A. ERREY	100	3.00	2.40	2.00	1.60	1.20		Qt.	3.00
ORANGE BUTTERFLY	100	2.60	2.20	1.80	1.40	1.00		Qt.	3.60
ORANGE KING	100	5.00	4.00	3.20	2.40	2.00		1000	4.00
ORANGE PRINCESS	100	4.80	4.00	3.20	2.40	2.00		Qt.	5.00
ORANGE QUEEN	100	1.80	1.40	1.00				Qt.	1.60
ORANGE SOVEREIGN	100	5.00	4.00	3.00	2.40	2.00		Qt.	6.00
OUR SELECTION	100	2.40	1.80	1.40	1.20	1.00		Qt.	2.40
PAUL PFITZER	100	3.00	2.40	2.00				1000	2.00
PELEGRINA	100	2.50	2.00	1.60	1.20	1.00		Qt.	3.00
PFITZER'S TRIUMPH	100	3.00	2.40	2.00				Qt.	3.00
PICARDY	100	2.00	1.60	1.20	1.00	.80		Qt.	1.60
PIRATE	100	2.60	2.20	1.80				1000	2.00
POLAR ICE	100	4.00	3.00	2.40	2.00	1.60		1000	2.40
PRAIRIE GOLD	100	40.00	32.00	25.00	20.00	16.00		1000	25.00
PREDOMINATOR	100	4.80	4.00	3.20				1000	2.40
PRIMROSE PRINCESS	100	2.00	1.60	1.20	1.00	.80		Qt.	2.40

**"The Cream of the Stock Goes to the Early Buyers"**

Variety	Per	No. 1	No. 2	No. 3	No. 4	No. 5	No. 6	Per Bulblets
RAPTURE	100	2.40	2.00	1.60	1.20	1.00		Qt. 3.00
RECOVERY	100	6.00	5.00	4.00	3.20	2.50		1000 4.00
RED LORY	100	3.80	3.00	2.60	2.20	1.80		Qt. 3.60
RED PHIPPS	100	3.00	2.40	2.00	1.40	1.00		Qt. 4.00
SALBACH'S ORCHID	100	2.40	2.00	1.60				Qt. 4.00
SALBACH'S PINK	100	2.40	2.00	1.60	1.20			Qt. 3.60
SENRITA	100	2.40	2.00	1.60				Qt. 3.00
SMILING MAESTRO	100	14.00	11.00	8.60				1000 6.40
SONATINE	100	8.00	7.00	5.00	4.00	3.00		1000 3.00
SOUTHERN CROSS	100	3.00	2.40	2.00	1.60	1.20		Qt. 4.80
SWEETHEART	100	3.40	3.00	2.60	2.20	1.80		Qt. 3.80
SWORD OF MAHOMET	100	2.20	1.80	1.40	1.20			Qt. 3.00
TAIAROA	100	9.00	7.00	5.00	3.60	2.80		1000 2.40
THE MOOR	100	8.00	6.40	5.00	3.80	3.00		1000 5.00
TIP TOP	100	12.00	10.00	8.00	6.00			1000 8.00
TOA	100	16.00	12.50	10.00	8.00			1000 12.00
TOBERSUN	100	3.00	2.40	2.00				1000 1.20
TREVONIAN	100	4.00	3.20	2.60	2.00	1.60		Qt. 6.00
VEILCHENBLAU	100	2.60	2.00	1.80				1000 1.40
VIRGINIA	100	2.00	1.60	1.20				Qt. 1.60
WARATAH	100	8.00	6.40	5.00				1000 4.00
WASAGA	100	2.20	1.80	1.40	1.20	1.00		Qt. 3.00
W. H. PHIPPS	100	2.00	1.60	1.20	1.00	.80		Qt. 2.40
WINGED VICTORY	100	3.60	3.00	2.40	2.00			Qt. 4.00
WURTEMBERGIA	100	3.20	2.40	2.00				Qt. 5.00
YELLOW EMPEROR	100	6.00	5.00	4.00	3.00			1000 3.50

March 23rd, 1937.

Raymond, Ill., Sept. 20, 1937.

"Mr. J. H. Heberling, Easton, Ill.

My Dear Mr. Heberling:—They say a man cannot read his tomb stone but though you could not read yours this is one thing should be on it, 'He sure grew wonderful glad bulbs from which if given proper care one can raise wonderful flowers.' At least I did not only for size but substance as well and of course beauty. Everyone seeing them were more than pleased. The nicest thing about it was that they were all from No. 3 bulbs. I planted a number from a Chicago firm, No. 1 bulbs, but can truthfully say they were no nicer or larger than from your No. 3 ones. Again I want to express my appreciation for what I received, also the abundance of extras sent in my small order.

Wishing you continued success,

Sincerely,

G. O. N."

Faribault, Minn., March 16, 1937.

"Mr. J. H. Heberling, Easton, Ill.

Dear Sir:—My bulbs came yesterday and fine, bright, healthy bulbs they are.

I have reached the 'Nut' stage, at least, as a glad fan and it was with a thrill, as only a real fan experiences, I found **three new kinds** with the ones I ordered. By that I mean new for me and makes 121 varieties I now have.

I thank you very much for your generous count and for the entirely unexpected extra kinds especially the Taiaroa bulb.

My father-in-law, a commercial grower, told me that Heberling 'is a fine fellow and fine to do business with,' so I sent you the small order and hope to send in some more. Thanking you very much,

J. L. C."

**"The Cream of the Stock Goes to the Early Buyers"**

# GLADIOLUS SHOWS AND SOCIETIES

The Illinois Gladiolus Society holds an annual show the last two days of the Illinois State Fair. This show is sponsored by the Illinois State Fair. The State Fair offers \$1000.00 in cash awards but the show is managed by the officers of the Illinois Society. All members of the Illinois Society are given free admission to the fair grounds by virtue of the fact that they are members in good standing in the Illinois Gladiolus Society.

I believe that I am safe in saying that the Illinois Society offers the largest cash awards of any Gladiolus Society in the world. It is possible that we may have these awards increased next season.

The show this year was a splendid success, both in the number of entries, the way classes were filled and in the attendance at the show.

The object of this mention of the show is to acquaint residents of Illinois and neighboring states with information concerning our show so that any one interested may next season arrange to attend and show any spikes that may be available at the time. If you are interested in Gladiolus you will enjoy the show. It is your show.

Membership in the Illinois Gladiolus Society may be secured by sending \$1.00 to

F. M. Clark, Secretary, 722 South Foley Street, Champaign, Ill.

I herewith enclose \$1.00 for membership in the Illinois Gladiolus Society.

.....  
Name

.....  
Address

Recommended by J. H. Heberling.  
(Application Blank)

## NEW ENGLAND GLADIOLUS SOCIETY

If you are interested in Gladiolus you should by all means become a member of the New England Gladiolus Society. This Society publishes annually a most interesting and worthwhile book called a Year Book. It contains 150 or more pages on the subject of Gladiolus only and is very interesting and very instructive to any one interested in the growing or showing of Gladiolus. This Year Book is sent each year to every member in good standing. The price of membership is only \$1.00 annually.

To Mr. Francis M. Bibby, Chairman, New England Gladiolus Society, Medfield, Mass.

Find herewith enclosed \$1.00 for membership in the New England Gladiolus Society.

.....  
Name

.....  
Address

Recommended by J. H. Heberling.  
(Application Blank)

***"The Cream of the Stock Goes to the Early Buyers"***

Neenah, Wis., April 4, 1937.

"J. H. Heberling.

Dear Sir:—Received the Glad Bulbs in good condition. I was sure surprised when I opened the package and found such nice looking bulbs. You are more than generous in giving me over count and the other extra bulbs. Will give you an order next season sure. Have got 30 varieties now.

Yours truly,

C. T. E."

Washington, D. C., Dec. 26, 1936.

"J. H. Heberling, Easton, Ill.

Dear Sir:—I received my order of 250 No. 1 Picardy today and Golden Cup extras also Debonair substitutes for Star of Bethlehem. I also wish to express my appreciation of the extras on my previous order, Londonderry, Gabriel, Taiaroa and Golden Lancer. It is more than a full measure bubbling over.

The stock is the cleanest and best I have ever seen, large and young. I am a more than satisfied customer, and wish you the best of success in your business.

Sincerely yours,

F. C. W."

*We Advise Early Orders*

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**"The Cream of the Stock Goes to the Early Buyers"**

# BETTER BLOOMING BULBS

# HEBERLING'S GLADIOLUS

**INC.**

# CORN BELT GROWN

# J. H. Heberling

# Easton, Illinois, U.S.A.

Ship to..... Date.....  
(please write very plainly)

Street and Number..... P. O. Box.....

Post Office..... State.....

**Express Address**.....  
(if different from post office)

AMOUNT ENCLOSED

**NOTICE—To assist us and to avoid delay, please read terms of sale—list varieties alphabetically—write letter on separate sheet**

**Money Order**.....\$ \_\_\_\_\_  
**Check**.....\$ \_\_\_\_\_  
**Cash or Stamps**.....\$ \_\_\_\_\_

**WE APPRECIATE YOUR PATRONAGE**

DO NOT WRITE HERE

Our Order No.....Checked.....Marked Off .....

Received.....Packed.....Express .....

Booked.....Shipped.....Parcel Post.....

[illegible]

When making order please give price to avoid delay and errors—continue order on other side

**CONTINUE ORDER ON THIS PAGE**

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# HEBERLING'S GLADIOLUS

EASTON, ILLINOIS  
U. S. A.





# ACHIEVEMENT!

Prior to 1933 Heberling's Gladiolus had been exhibited at two American Gladiolus Society Shows and four Illinois Gladiolus Society Shows. In these six exhibitions they were awarded 13 silver cups, one silver pitcher, eight gold medals, 17 silver medals, and 18 bronze medals. They won ten purple ribbons, 109 blue ribbons, 73 red ribbons, and 43 white ribbons.

At the Indiana Gladiolus Society Show, 1933, at LaPorte, Indiana, in which the American and Michigan Gladiolus Societies participated, Heberling's Gladiolus won the Konyenburg and Mark Challenge Cup for the third time in five years—thereby gaining permanent possession of it. This trophy was awarded for the best display of varieties originated by Wilhelm Pfitzer, Ltd., of whose varieties we have one of the finest collections in America.

At the Illinois Gladiolus Society Show at A Century of Progress Exposition, Chicago, August 12-14, 1933, Heberling's Gladiolus were awarded A Century of Progress Gold Medal for the best display of gladiolus arranged for educational and artistic effect. They were awarded the I. G. S. Perpetual Challenge Trophy for the best basket of gladiolus in the Commercial Division, and they were awarded the American Gladiolus Society Gold Achievement Medal for winning the most points in the First or Commercial Division.

The Illinois Gladiolus Society on August 24th, 1935, awarded to Heberling's Gladiolus Blue Ribbon and cash award for best large commercial display at Canton, Ill. Display occupied five hundred square feet.

The Illinois Gladiolus Society on August 22, 1936, awarded to Heberling's Gladiolus Inc., 44 Blue Ribbons, 16 Red Ribbons, and 12 White Ribbons. These awards included First Award for the 300 square feet, 150 square feet, and 100 square feet, all commercial displays. Also First for the 100 square foot Island Display. Special Award was made to the Island Display for being the most outstanding. Our introduction, Beautiful Ohio, received four First Awards in its color class.

1937 Awards as follows: Illinois Gladiolus Society State Show at Springfield, Ill. This season Heberling's Gladiolus were awarded thirty-seven Blue Ribbons, twenty-six Red Ribbons and nine White Ribbons. Among the awards was a Blue Ribbon for the best one hundred square feet of Commercial Display. Blue Ribbon for the Island Display consisting of one hundred square feet. Red Ribbon for the three hundred square feet of commercial. In addition to the above Heberling's Gladiolus were awarded the Achievement Award for the greatest number of points secured by any commercial exhibitor.

# MONEY SAVING COUPONS

GOOD ONLY UNTIL JANUARY 25th, 1938

Use the Coupon that fits YOUR order. These coupons are good for face value on any items listed in this price list, Except Beautiful Ohio. "Good Only Until January 15th, 1938.

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75c Coupon Value 75c

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## Money Saving Coupon

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## ORDER EARLY

Because some of the most popular varieties sell out very early each season we advise EARLY ORDERS so that you may not be the disappointed one.